26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION NOVEMBER 19, 1956 35¢ PER COPY

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20.2% Drug Dominance

Market figures prove families living in WXEX-TV Grade B area spend 20.2% more on drugs* than families in Grade B area of any other RICHMOND market TV station

Amount Spent on Drugs by Grade B Area Families

WXEX-TV $12,205,000

Station B $10,130,000

Station C $10,155,000

* Cosmetics, toiletries, hair preparations, packaged medications

Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President NBC BASIC—CHANNEL 8 Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

...NOT SEVENTEEN?

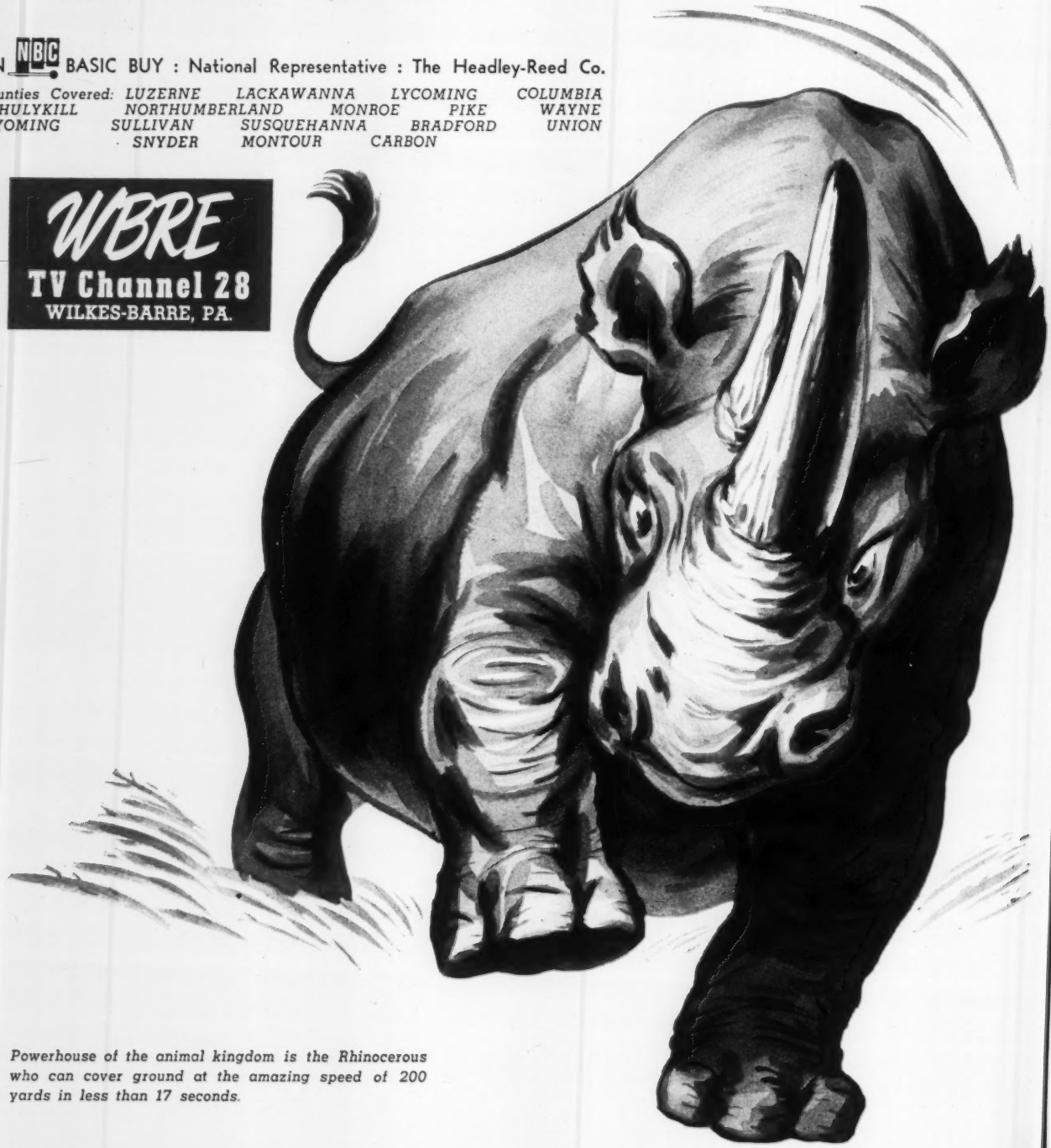
YES...WBRE-TV does have a 17 County Coverage

Speed and power and trained news gatherers are the combination that makes WBRE-TV's News Coverage looked for . . . sought for and bought in Hill Country, U.S.A. That's where WBRE-TV and only WBRE-TV delivers the daily doings of interest to each of the hundreds of communities and to the millions of folks who live and work in these 17 Northeastern Pennsylvania Counties.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON

WBRE
TV Channel 28
WILKES-BARRE, PA.



Powerhouse of the animal kingdom is the Rhinocerous who can cover ground at the amazing speed of 200 yards in less than 17 seconds.

The TV LEADER in Des Moines!

★ **337 FIRSTS**
in 462 quarter hours surveyed

★ **9 of top 10**
multi-weekly shows
local news ratings up to 35.4

★ **9 of top 10**
once-a-week shows

SOURCE: Latest A·R·B for Des Moines Metropolitan Area

KRNT-TV

DES MOINES TELEVISION-CHANNEL 8 IN IOWA

FULL POWER - FULL COVERAGE

CBS TELEVISION

A COWLES OPERATION

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD

RADIO • CBS • DALLAS

is the only Full-Time 50,000 Watt Station in the Dallas-Ft. Worth area!

- **ONE ORDER**
- **ONE BILLING**
- **MAXIMUM COVERAGE**
- **MINIMUM COST**

KRLD is the only 50,000 watt station operating in the Dallas-Fort Worth area not sharing its frequency with another station. Complete saturation, morning, afternoon and night, of this rich, rapidly expanding market, plus North Texas and Southern Oklahoma, is yours with just one order . . . on KRLD. Best of all . . . by not having to divide contracts with two stations . . . you earn greater frequency discounts . . . maximum impact for minimum investment.

KRLD is the oldest CBS affiliate in Texas. Southwestern listeners are accustomed to tuning to 1080 for their favorite radio entertainment. Popular regional and top-rated CBS programs consistently make KRLD the No. 1 station for this vast audience . . . one of the highest income groups in the nation. To reach this group completely, effectively and economically, your basic advertising medium choice should be . . . MUST be . . . KRLD . . . Dallas.

KRLD

OUTLET FOR CBS RADIO NETWORK IN DALLAS AND FT. WORTH

Owned and operated by KRLD-TV, televising with Maximum Power from the top of Texas' Tallest Tower, The Dallas Times Herald station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

50,000 WATTS COMPLETELY SATURATES THE GREAT SOUTHWEST MARKET

closed circuit.

NO CHANGE • AB-PT President Leonard H. Goldenson, now running ABC, has taken pains to spike growing impression in Washington that new ABC regime was abandoning network's campaign for at least three competitive television stations in major markets. Impression had been caused by published statements of Oliver Treyz, new vice president in charge of television, that ABC-TV hoped to gain access to key markets by superior programming.

B•T

IT'S understood Mr. Goldenson last Friday wrote Sen. Warren G. Magnuson, chairman of Senate Commerce Committee, saying that although ABC-TV did plan to beef up programs, it still needed government action to provide enough facilities to go around. Mr. Goldenson told Sen. Magnuson his letter was prompted by informal inquiry by Senate Commerce Committee staff member as to whether ABC policy had changed.

B•T

IN THE MARKET • Paramount Pictures Corp. is quietly searching for more tv stations to buy. Dick Giesmer, assistant treasurer and one of key assistants to Paul Raibourn, Paramount vice president and tv expert, has been on road looking at properties. He's shopping carefully in market which has seen tv station prices scoot skyhigh. Paramount now owns KTLA (TV) Los Angeles and 26.6% of DuMont (WABD [TV] New York and WTTG [TV] Washington).

B•T

STATION representative circles stirred last week with receipt of questionnaire from FCC network study staff. Questionnaire, seeking information on contracts with stations, commissions, and operating methods of representative firms, follows by few months meeting between representatives' delegation and study staff on form and substance of questionnaire. Representatives have long sought FCC action to divorce networks from station representation activities.

B•T

DEINTERMIXTURE HEARINGS • Looks as if there might be further deintermixture proceedings in individual cases before FCC after Dec. 3, when comments on 13 unmixing proposals are due. In fact, there probably will have to be full evidentiary hearings before Commission can issue show cause orders to delete vhf channels from those cities where grants are outstanding. That was gist of what FCC was told by its legal experts last Monday at special meeting to discuss procedures for dealing with deintermixture problem. Commissioners didn't like it, but finally saw legal merit of staff's arguments, it is reported. *IT'S doubtful that FCC will vote to demix all seven of cities where it is proposed to unscramble the vhf-uhf and where grants on vhf channels are outstanding, but there might be few and that's where additional hearings apparently will be required. Seven are Evansville, Ind., where WTVW (TV) operates on ch. 7; Fresno, Calif., where KFRE-TV operates on ch. 12; Madison, Wis., where WISC-TV operates on ch. 3; Hartford, Conn., where WTIC holds grant for ch. 3; New Orleans, La., where WWL holds grant for ch. 4; Peoria, Ill., where WIRL holds grant for ch. 8, and Springfield, Ill., where WMAY holds grant for ch. 2. All grantees are forbidden to construct pending outcome of unmixing proceedings.*

B•T

END OF STORY • One of longest institutional broadcast advertising campaigns concludes at end of year when Goodyear Tire & Rubber Co. discontinues sponsorship of *Greatest Story Ever Told* after 10-year run on ABC Radio. No reason was forthcoming from either Goodyear, which continues sponsorship of *Goodyear Playhouse* on NBC-TV, or agency, Kudner Adv., but it's understood that *Story* budget will go into print media in 1957.

B•T

WHEN FCC official 1955 radio income figures are released in week or so they will bear out B•T's estimate that radio total time sales moved up after 5% dip in 1954 from 1953 all-time high. B•T's estimate for 1955: $455,649,000. Official total for 1954: $451,330,000; for 1953: $477,206,000.

B•T

PLEDGE OF ALLEGIANCE • New idea designed to stir station interest in observance of NARTB Radio Standards of Practice will be submitted to association's directors at February meeting. Since NARTB plans to adopt audible and visual symbols indicating adherence to standards, it's felt stations using these symbols should sign pledge affirmatively showing they intend to live within terms of document. Radio standards have lacked any enforcement weapon comparable to tv code seal and monitoring service.

B•T

FINAL financial data, wrapping up Crowell-Collier $16 million purchase of Consolidated radio-tv properties [B•T, April 30 et seq.], is due to be filed with FCC this week, it's understood. This involves sale of $6 million in preferred Crowell-Collier stock to economist Eliot Janeway and associates, part of financial transactions to raise $11 million. At time application for FCC approval filed [B•T, Oct. 15], illness of Mr. Janeway prevented completion of negotiations of that phase. Other $5 million is being secured by Crowell-Collier through sale of its Springfield, Ohio, printing plant to Webb & Knapp. This includes lease-back arrangement.

B•T

RULE OF THUMB • It has long been common knowledge that Publishers Information Bureau figures for gross time purchases of tv network advertisers have been somewhat higher than grosses actually charged by networks, because PIB must operate on absolute time-and-rate basis, with no regard for repeat broadcasts, which might change time of broadcast from Class A to Class B or C for part of network, and other unknown variables. Comparison of actual gross charges reported by CBS-TV and NBC-TV to Celler committee (see page 29) and PIB figures show PIB report of combined gross time sales for two tv networks 6.6% higher than actual for full year of 1955, 7.4% higher for first six months of 1956. Rule of thumb, then, is to figure PIB as running 7% above network's own gross, but with realization this may not be true for any individual advertiser's tv network time purchases.

B•T

IT'S still unannounced, but Television Bureau of Advertising is all set to open branch office on West Coast, possibly within six months. City not selected yet, but it'll be Los Angeles or San Francisco. Other places considered were Chicago and Detroit [B•T, Nov. 5].

B•T

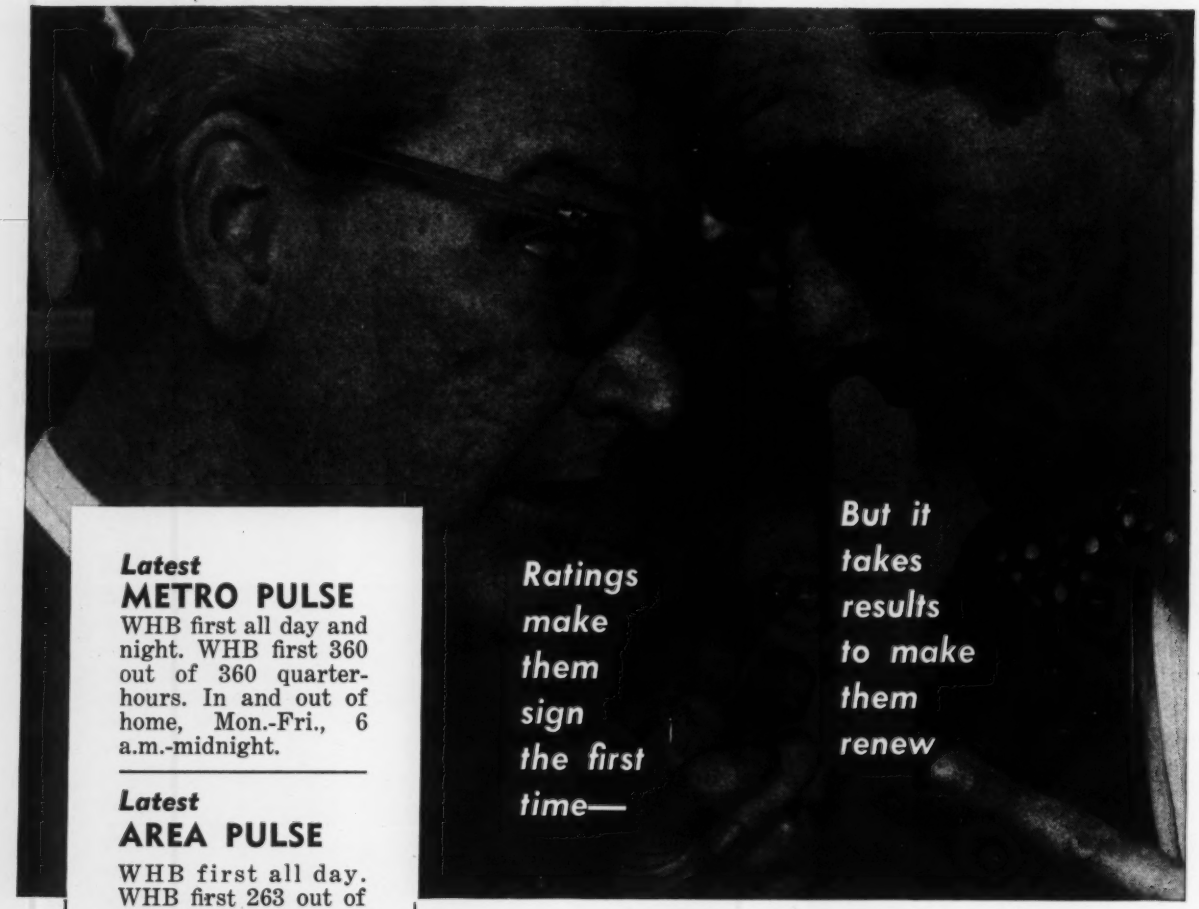
MISSING SPOT • Plans for making regular compilations of spot radio expenditures, according to advertiser, have been considered by Radio Advertising Bureau authorities, but rejected as being impractical at present time. Officials hope, however, that some alternative approach to problem of securing more complete information on spot radio investments may be devised in not too distant future.

B•T

LEVER Bros., hot on subject of prodding larger market tv stations to replace 16mm equipment with 35mm for projection of films, particularly tv commercials (see story, page 72), is prepared—should Television Bureau of Advertising fail to spadework proposal, and thus far apparently TvB has not acted—to bring issue squarely to station representation firms. If Lever takes this road, it can be expected to specify markets.

B•T

ANOTHER FILM NETWORK? • Insiders say that Robert Schmidt, vice president of RKO Teleradio Pictures, will sound out stations during upcoming cross-country trip on feasibility of starting another film network. Film network long has been pet project of Thomas F. O'Neil, president of RKO Teleradio Pictures, but it could not be confirmed that corporation still is thinking of such an operation.



Ratings make them sign the first time—

But it takes results to make them renew

Latest
METRO PULSE
WHB first all day and night. WHB first 360 out of 360 quarter-hours. In and out of home, Mon.-Fri., 6 a.m.-midnight.

Latest
AREA PULSE
WHB first all day. WHB first 263 out of 288 quarter-hours. 25 second place ¼'s, none lower. Mon.-Sat., 6 a.m.-midnight.

Latest
AREA NIELSEN
WHB first all day and night, with 42.7% share of audience. WHB first every time period. Mon.-Sat., 6 a.m.-6 p.m.

Latest
HOOPER
WHB first all day with 45.6% of audience. Mon.-Fri., 7 a.m.-6 p.m.; Sat., 8 a.m.-6 p.m.

at WHB... 87% renewal

87% of WHB's 40 largest billing local accounts in 1955 . . . have renewed in 1956 . . . with several contracts yet to come up for renewal! Sure, WHB dominates Kansas City on every national survey. Sure, Storz Station music, news and ideas attract tremendous audiences—which in turn attract advertisers. But it takes *results* to make local advertisers come back for more. And WHB is Kansas City's *results* station. So much so, that WHB has a higher percentage of renewals for both local and national advertisers than any other Kansas City radio station. Talk to the men from **Blair**, or WHB General Manager, **George W. Armstrong.**

WHB

10,000 watts—710 kcs.
Kansas City, Missouri

THE STORZ STATIONS
Today's Radio for Today's Selling

President:
TODD STORZ

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

at deadline

Radio At-Large Directors Voted Back to NARTB Board

EIGHT at-large directorships on NARTB Radio Board voted back into by-laws by second referendum within year. Members voted 735 to 290 to restore at-large directorships, slated to die next spring under first referendum held last winter. Second vote was ordered when membership petition last summer contended original vote, which wiped out at-large bracket, was held without stations understanding issues involved.

NARTB currently holding election to fill two vacancies on Radio Board. Nominated to Dist. 6 post vacated by death of David Wilson, KPLC Lake Charles, La., were Sam W. Anderson, KFFA Helena, Ark., and F. C. Sowell, WLAC Nashville. Dist. 6 includes Arkansas, Louisiana, Mississippi and Tennessee. In Dist. 14, mountain states, George C. Hatch, KALL Salt Lake City, and Wayne Phelps, KALG Alamogordo, N. M., were nominated to fill post vacated when Walter Wagstaff left KIDO Boise, Idaho, to join KGW-TV Portland, Ore. Final ballots were mailed Wednesday, returnable Nov. 28.

Rogers Re-elected Chairman Of Tv Bureau of Advertising

W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex., was re-elected board chairman of Television Bureau of Advertising last Friday at second annual membership meeting, held in New York with estimated 125 present.

Gene Accas, TvB operations director, was elevated to vice presidency, though this was not formally announced Friday.

Other officers, and all board members whose terms expired this year, were re-elected along with Chairman Rogers. These include Roger Clipp, Triangle stations, as secretary, and Lawrence H. (Bud) Rogers, WSAZ-TV Huntington, W. Va., as treasurer. Directors re-elected: Otto Brandt, KING-TV Seattle; Kenneth L. Carter, WAAM (TV) Baltimore; Gordon Gray, WOR-TV New York; Robert Lemon, WTTV (TV) Bloomington, Ind.; George B. Storer Jr., Storer Broadcasting Co., and Robert R. Tincher, WHTN-TV Huntington, W. Va.

Tv board in separate meeting approved 1957 budget totaling approximately $750,000.

Partridge Nominated to Head New Broadcasters Promotion Assn.

DAVE PARTRIDGE, advertising and sales promotion manager of Westinghouse Broadcasting Co., nominated Friday for presidency of Broadcasters Promotion Assn. at organization meeting in Chicago (early story page 76). Election was scheduled Saturday.

Nominated to board of directors were Joe Zimmerman, WFIL Philadelphia; William Wiggins, WTOP Washington; Joe Hudgens, KRNT Des Moines; Gene Godt, WCCO Minneapolis; John Keyes, WMAQ Chicago; Arthur Schofield, Storer Broadcasting Co.; Bruce Wallace, WTMJ Milwaukee; Montez Tjaden, KWTV (TV) Oklahoma City; Sam Elber, WERE Cleveland; Roy Pederson, WDAY Fargo, N. D.; Foster Brown, KMOX St. Louis; Marian Annenberg, WDSU New Orleans, and Charles Wilson, WGN Chicago.

GREY FLANNEL CHAPS?

ON STREETS of New York (including Madison Ave.), 10-gallon hats are as rare as skin divers in Sahara Desert—that is, up to now. To "promote the true Texas spirit," Troy McDaniel of KGBT-TV Harlingen has sent "a bona-fide Stetson" to each salesman at H-R Television, KGBT-TV's national sales representative. Stetsons will be worn when calls on agency row are made in behalf of that station and other Texas outlets, says H-R.

News Directors Assn. Pledges Active Opposition to Canon 35

ACTIVE participation by Radio-Television News Directors Assn. in concerted drive to have American Bar Assn. amend Canon 35 on radio-tv coverage of court proceedings was voted by news association Friday at its annual convention in Milwaukee.

Upon recommendation of its Freedom of Information Committee, chairmanned by Nick Basso, WSAZ Huntington, W. Va., association authorized incoming slate to seek representation in media conferences with ABA on Canon 35. Incoming President Ted Koop, CBS news and public affairs, Washington, was instructed to consult with NARTB on extent and manner of participation.

RTNDA also adopted resolution commending NARTB Freedom of Information Committee and stations KWTX (TV) Waco; KLZ-AM-TV, KBTV (TV) and KOA-AM-TV Denver; WKY-TV Oklahoma City; KTIV (TV) Sioux City; WIBW-TV Topeka and WSAZ-TV Huntington for their work during past year in preservation of freedom of information.

Miami was selected for next year's annual convention.

'Home' Moves, 'Ding Dong' Out; New Cullen Show in at NBC-TV

IN WHAT is reported to be move to strengthen its Mon.-Fri. morning lineup, NBC-TV, effective Dec. 31, is shifting *Home* show to 10-11 a.m. EST from former 11 a.m.-noon slot and placing new show, *The Price Is Right* (audience participation with Bill Cullen), into 11-11:30 slot, making *Ding Dong School* (10-10:30) casualty after 1,105 consecutive telecasts.

According to Mort Werner, vice president for national tv programs, Dr. Frances Horwich, creator, star and producer of *Ding Dong*, will continue as supervisor of children's programs for NBC.

FCC After $2 Million More

FCC urging about $2 million increase in budget for fiscal 1958, it's understood, to take care of expanding broadcast services (am and tv matters still actively growing), growing backlog in safety and special services activities. Full complement of commissioners, bureau chiefs and other executives met with Bureau of Budget Friday, received sympathetic hearing, according to informed sources. FCC operating with $7,828,000 for fiscal 1957.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 64.

LEVER'S BUYING • Lever Bros. (Pepsodent), N. Y., planning to use minutes, chain breaks, and station identifications for radio spot schedule to start Jan. 1 in more than 100 markets. Contracts range from 13 to 52 weeks, depending on market. Foote, Cone & Belding, New York, is agency.

OPEN TO SUGGESTION • Dancer-Fitzgerald-Sample, N. Y., in preparing 1957 plans for Liggett & Myers (L & M cigarettes), N. Y., is asking for television availabilities of all kinds.

J-B PLANNING • Jacoby-Bender (JB watchbands), Woodside, N. Y., reportedly conferring with representatives of all major networks preparatory to setting up radio-tv allocations for calendar year 1957. J-B is said to have set aside well over $200,000 for purchase of network and spot, using both media. Its agency, Friend-Reiss, N. Y., is said to be lining up 40 national markets for spot coverage.

NATIONAL LOOKING • National Airlines, Miami, understood looking for new advertising agency. Grant Adv., Chicago and New York, has resigned account.

CHRISTMAS CANDY • Fanny Farmer Candy, Rochester, buying pre-Christmas radio spot schedule in number of scattered markets. Agency: Charles L. Rumrill & Co., Rochester.

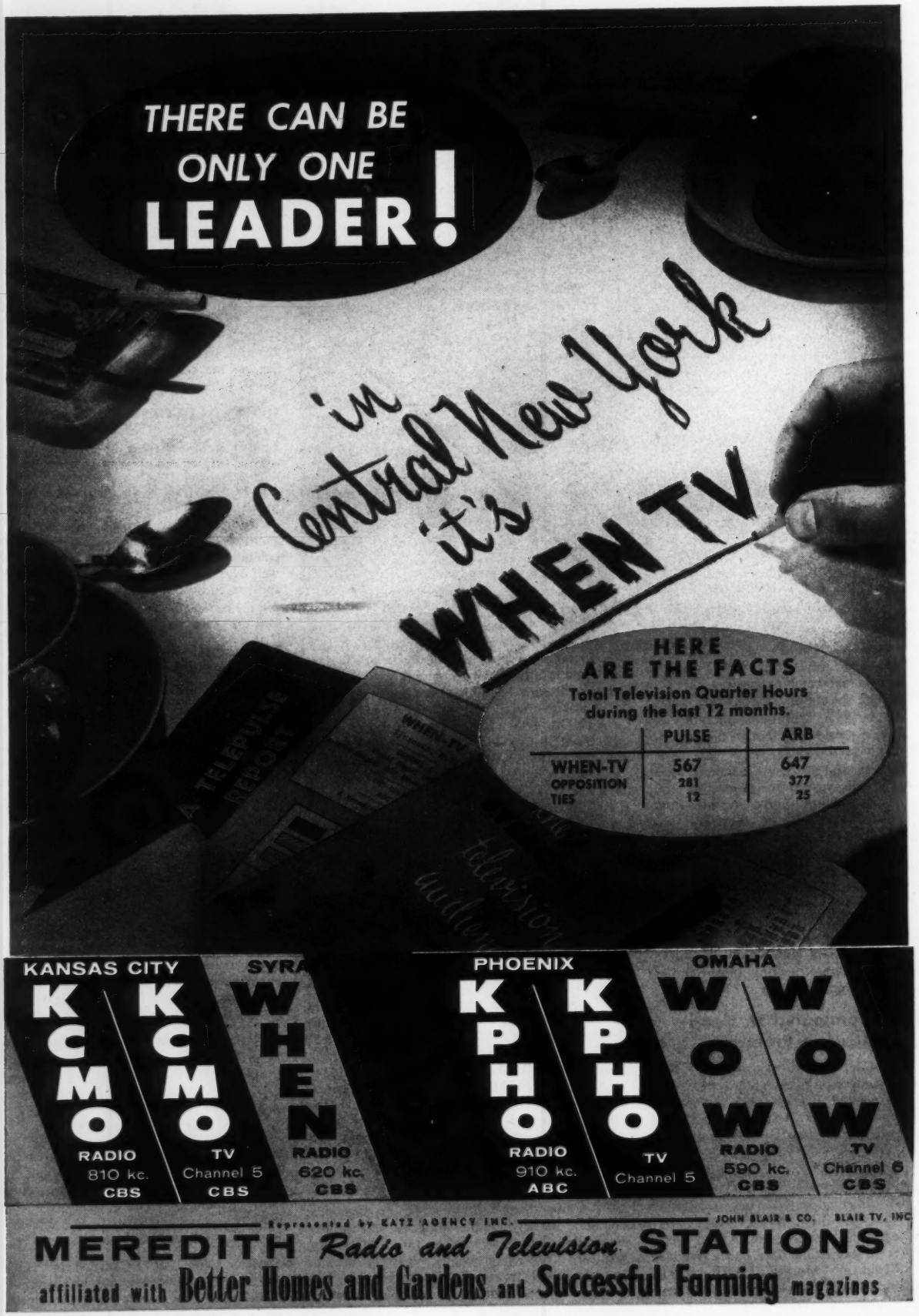
TEXACO TV • Texas Co. (Texaco gasoline products), N. Y., will launch tv spot campaign in eastern and southern U. S. Dec. 1, running for "indefinite time." Agency, Cunningham & Walsh, N. Y., is as yet undecided about number of markets and stations, and is still lining up station availabilities.

BLIND DATES • Levolor-Lorentzen Inc. (Levolor venetian blinds), N. Y., is surveying 30 national markets for use in firm's spring campaign via tv spot announcements, scheduled to get under way early January. Friend-Reiss Adv., N. Y., is agency.

RADIO FOR MEDICINE • Chesebrough-Ponds (Pertussin cough medicine), N. Y., plans to launch 13-week radio spot announcement drive Dec. 31 in approximately 30 winter-weather markets. Agency: McCann-Erickson, N. Y.

COFFEE CAMPAIGN • Aborn's Coffee Div., Jos. Martinson's & Co., N. Y., planning to increase frequency in radio-tv spot schedule in New England after first of year on Yankee Network stations and WNAC-TV and WBZ-TV Boston. Agency: Anderson & Cairns, N. Y.

MORE FOR BRYLCREEM • Harold F. Ritchie Co. (Brylcreem hair dressing), Clifton, N. J., plans expansion of film participations toward end of month in six southeast cities on test run (placing commercials earlier in evening than heretofore) in adventure type series. Agency: Atherton & Currier, N. Y.


THERE CAN BE ONLY ONE LEADER!
in Central New York it's WHEN TV
HERE ARE THE FACTS
Total Television Quarter Hours during the last 12 months.
PULSE
ARB
WHEN-TV 567 647
OPPOSITION 281 377
TIES 12 25
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRA
WHEN RADIO 620 kc. CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS
Represented by KATZ AGENCY INC.
JOHN BLAIR & CO.
BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

ABC Radio Affiliates Back Up Network Concept

STRONG affirmation of network radio given Friday by ABC Radio Affiliates Advisory Board following meeting at Westchester Country Club, Harrison, N. Y. In unanimous statement, network radio was depicted as "unmistakably gaining new strength both with audiences and advertisers."

Statement was critical of "will 'o the wisp of independent station rating superiority [which] has been publicized by a few instances of recent network disaffiliations which we believe were ill-advised." Board said average network station "outrates" average non-affiliated station "consistently across the country, providing better service to the community as well as better ratings."

Eight-man board concluded: "As network affiliates who endorse the network concept of broadcasting enthusiastically, we refuse to operate like a juke box."

Henderson Elected IRE President

ELECTION of John T. Henderson, principal research officer, National Research Council, Ottawa, Canada, as president of the Institute of Radio Engineers for 1957 announced by IRE after mail balloting. He succeeds Arthur V. Loughren, color television consultant.

Yasujiro Niwa, president of Tokyo (Japan) electrical engineering college, succeeds Herre Rinia, director of research of Philips Research Labs, Eindovan, Holland, as IRE vice president. Elected as directors for 1957-58: D. E. Nobel, Motorola Inc., Chicago, and Samuel Seeley, Case Institute of Technology, Cleveland. New regional directors: F. A. Polkinghorn, Bell Telephone Labs, Whippany, N. J., Region 2; Kenneth Newton, Bendix Aviation Corp., Kansas City, Region 6; A. B. Oxley, RCA Victor Co., Montreal, Region 8.

Network for Pan-Am. After All

PAN-AMERICAN World Airways, which only last month announced it was pulling out of network tv *(Meet the Press)* and allocating its $1 million-plus radio-tv budget into spot buys [AT DEADLINE, Oct. 22] has made about face. Pan-Am will sponsor Edward R. Murrow's *See It Now* series "exclusively" on CBS-TV next year. Pan-Am, through J. Walter Thompson Co., N. Y., will co-sponsor Dec. 2 *See It Now* program featuring Danny Kaye's UNICEF World Tour with Shulton Inc. (through Wesley Assoc.) on lineup of 173 stations, and effective January, will carry *See It Now* alone for nine programs on 106 stations.

Evansville Dispute in Court

DISPUTE among stockholders of ch. 7 WTVW (TV) Evansville, Ind., scheduled to be aired publicly today (Mon.) when probate court holds hearing to determine whether to issue temporary injunction against Rex Schepp and brother, B. F. Schepp. Suit, brought by other stockholders, already has resulted in board removing Rex Schepp as president-general manager, appointing stockholders Ferris Traylor as president, Joseph E. O'Daniel as vice president-general manager. Schepps under temporary order to keep hands off station operation.

BRAINS OVER BEAUTY

REVLON Inc., which "couldn't do" with its *Most Beautiful Girl in the World* program, having postponed its debut number of times for various reasons, Friday said it would place *Can Do*, $50,000 quiz show in NBC-TV's Mon., 9-9:30 p.m. EST time slot originally assigned to *Most Beautiful*, effective Nov. 26. According to Revlon, firm is not dropping plans for *Most Beautiful* because it "has reasonable investment in this show . . . and will use it after further development, should we want to put a fourth show on the air."

RAB Board Approves Plans For 1957 Promotion Activities

SALES and promotional activities of Radio Advertising Bureau under its record $820,000 budget for 1957 will include continuation of all present services, plus expansion of national sales staff (now consisting of 10 salesmen and three-man sales development department) and inauguration of new service which will supply each RAB member with detailed basic information on some eight different major retail categories, for use in local selling. These were among plans approved by RAB board Friday (also see story, page 78).

President Kevin B. Sweeney also reported that reaction to RAB's four regional management conferences this year was such that six will be scheduled in 1957. They'll be held during August-September. RAB's 60 area sales clinics will be held in January-February; third National Radio Advertising Clinic will again be in late October, and bureau's 20 major-city sales "blitzes" will be conducted throughout year. Board, in confirming meeting schedule, also held unanimously that only other broadcast meeting RAB will participate in will be NARTB convention.

WRGP-TV Half Interest Sold; WEBK Sold for $134,000

SALE by Will Cummings of half-interest in ch. 3 WRGP-TV Chattanooga, Tenn., to 50%-owner Ramon G. Patterson disclosed Friday in application filed for FCC approval. Price (for 1,185 shares of stock): $87,000. Mr. Patterson also owns 20% of WAPO Chattanooga.

Also sold Friday: WEBK Tampa, Fla., for $134,000, from Hillsboro Broadcasting Co., to W. Walter Tison. Mr. Tison is former owner, WALT Tampa, formerly held 20% interest WTVT (TV) there. WEBK, daytimer, is 1300 kc with 1 kw. Sales are subject to FCC approval.

Procedural Comments Postponed

FCC Friday extended to Dec. 17 time for filing comments on proposed revision of Part I of Rules, dealing with practice and procedures [B•T, Oct. 15]. Deadline had been Nov. 15. Conference on proposed changes scheduled for Nov. 30 at Dept. of Commerce auditorium under aegis of Federal Communications Bar Assn., with FCC staff participating.

PEOPLE

STEUART H. BRITT, formerly vice president, plans board member and research director, Needham, Louis & Brorby, Chicago, appointed administrative vice president of Earle Ludgin & Co. He will assist Earle Ludgin, board chairman, and Vincent R. Bliss, agency president, freeing them for more creative work and client service.

ROBERT J. STEINLE, account supervisor and assistant sales promotion director, Amos Parrish & Co., N. Y., Friday named promotion manager of NBC-TV merchandising division, reporting to NBC-TV Merchandising Manager Murray Heilweil.

Justice Dept. Debating Action on AB-PT Plans

POSITION of Justice Dept. on AB-PT's announcement it is going into feature film production (see story, page 27) unclear at week's end, except for statement attributed to William Kilgore, enforcement chief, antitrust division, that some action may be taken before many days. He was reported as saying "We have a choice of three things. We can do nothing. We can move into the judgment court and seek to stop them from producing. Or we can move under the antitrust law generally." Justice Dept. sources pointed out consent decree signed by what was United Paramount Theatres does not prohibit film production activities. AB-PT sources state Justice Dept. advised of plans. Impression is that Justice Dept. reaction will be furnished AB-PT this week.

WINR, Tv Permit Go for $165,000

WINR Binghamton, N. Y., and tv grant for ch. 40 there, bought Friday by *Binghamton* (N. Y.) *Press* for $165,000, subject to FCC approval. Albert B. Engelbert, *Press* general manager, said newspaper plans to speed opening of tv facility as soon as practicable. WINR originally sold to Peter A. Bordes and Joseph L. Rosenmiller Jr., both of New York, under agreement signed last summer. They relinquished purchase rights, involving same price, in favor of other broadcast expansion when informed *Press* was interested in acquiring WINR. Messrs. Bordes and Rosenmiller operate WESO Southridge, Mass. WINR is regional facility on 680 kc. Seller is Southern Tier Radio Service Inc., with Donald W. Kramer, Binghamton mayor, as owner-president.

New Representative Firm Formed

FORMATION of Wagner-Smith Assoc., New York, announced Friday by William J. Wagner and Roy V. Smith as radio-tv representative firm with offices at 280 Madison Ave. They have been operating Alaska Radio-Tv Corp., subsidiary of Alaska Broadcasting system, which handles CBS Radio and CBS-TV stations in Alaska, and will continue to handle properties under new operation. New firm to handle spot representation for WMFD-TV Wilmington, N. C., effective Dec. 1.

Chicago Meet Likes NBC Plans

UNANIMOUS approval of NBC Radio's new program plans [B•T, Nov. 12, also see story, page 95] given by 26 affiliates attending regional meeting in Chicago Friday, network officials reported. With this approval added to that of "overwhelming majority" of 30 affiliates at opening regional meeting in New York preceding day, NBC authorities felt acceptance by preponderance of affiliate body was virtually certain. Three similar regional sessions scheduled this week and next Monday.

the week in brief

MOVIES AND TV MOVE CLOSER

AB-PT formation of Am-Par Pictures Corp. to make theatrical pictures is latest example of trend toward closer movie-television alliance 27

MORE DOLLAR FIGURES

What advertisers paid for time on CBS-TV and NBC-TV in first half of 1956, gross and net, is reported by B•T from evidence submitted to House Antitrust Subcommittee 29

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*Reg. U. S. Patent Office

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CENTER OF ATTENTION

NO. 1 ATTRACTION for enthusiastic *Detroiters* . . . the recent crowd-pulling star-studded opening of WJBK-TV's magnificent new TV center.

NO. 1 ATTRACTION for enthusiastic *viewers* throughout southeastern Michigan . . . the terrific CBS and local programs on Channel 2, consistently tops in every rating.

Make your sales message the center of attention in this rich midwestern market! *Bigger audiences* mean *lower cost per viewer* on WJBK-TV.

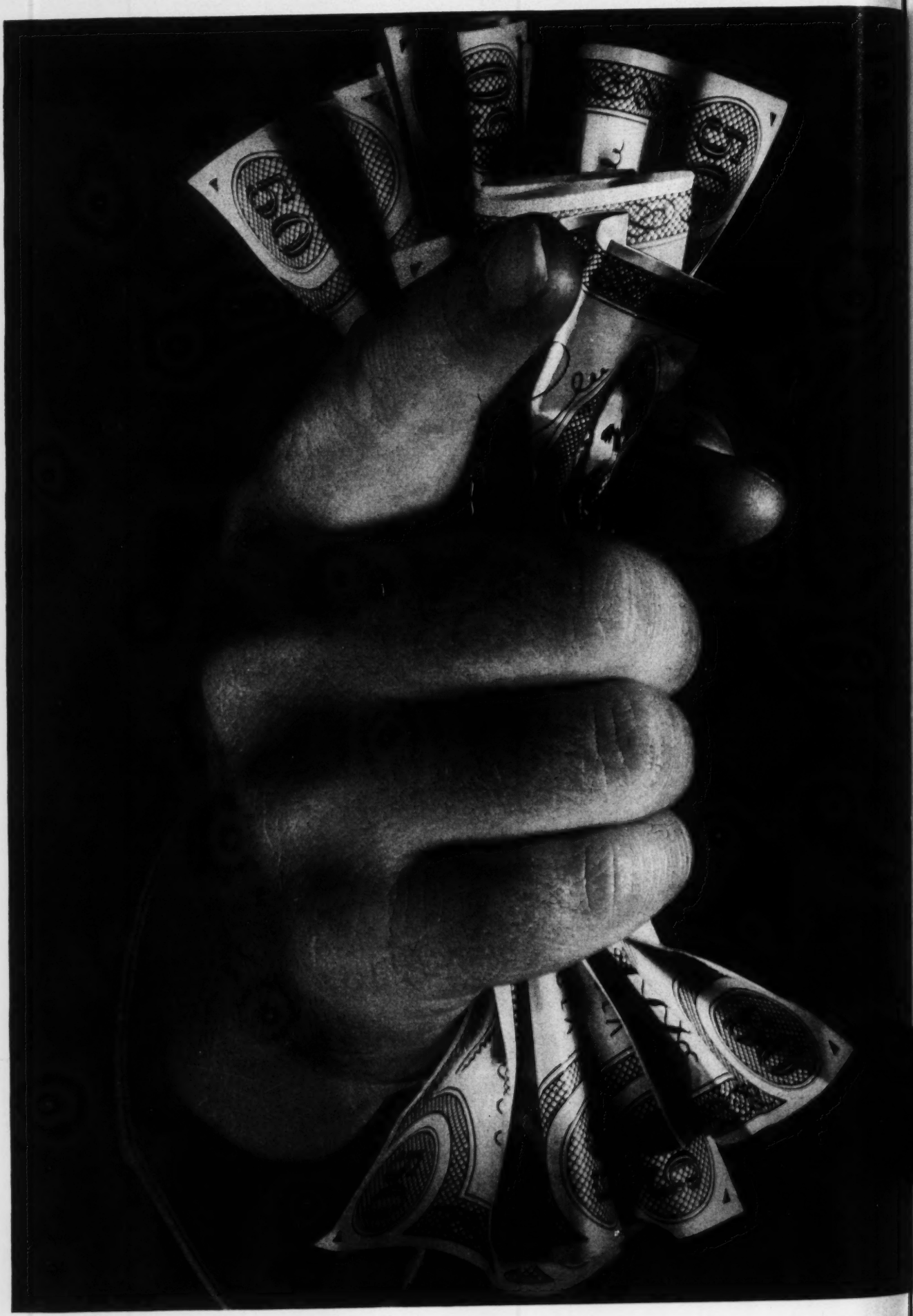
CHANNEL 2 DETROIT

WJBK-TV

7441 Second Blvd., Detroit 2, Mich. TRinity 3-7400

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 118 E. 57th, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco 4, Cal.



IF YOU HAD A MILLION

(THE MILLIONAIRE)

NEW TO SYNDICATION! Clean up in your region or market with the dramatic powerhouse that has a **32.4** average Nielsen rating for 19 months on the CBS Network . . . plus a 51% higher average ARB rating than competing "Kraft TV Theatre" during the same period! As THE MILLIONAIRE, this film series is now in its *third big year* on CBS for Colgate-Palmolive!

2nd HIGHEST RATED NETWORK DRAMATIC SHOW (July Nielsen) —and if it can do this nationally, imagine what it will do for *your* product in *your* markets! Audience composition? Couldn't be better! . . .

MEN **32%**	WOMEN **46%**	CHILDREN **22%**

Source: ARB 18-month average

A DON FEDDERSON PRODUCTION from the same master showman who brewed sales magic with "Do You Trust Your Wife". . . "The Lawrence Welk Show". . . "Liberace". . . "Life With Elizabeth." All hits, no misses!

Call MCA today for your finest film availability in years!

YOU CAN NOW SPONSOR, IN YOUR MARKETS, THESE 39 HALF-HOUR FILM HITS FROM AMERICA'S 2ND HIGHEST RATED NETWORK DRAMA SERIES

SURVEY AFTER SURVEY PROVES CONCLUSIVELY THAT
WREX-TV ATTRACTS THE MAJORITY OF VIEWERS IN THE 10 COUNTY, BILLION DOLLAR MARKET
Serving over a Quarter Million T-V Sets
63 of the Top 65 Programs are on WREX-TV
WREX-TV Dominates All Quarter Hour Periods Sunday thru Saturday 8:00 A.M.—Midnight
All 53 of the Top 53 Programs are on WREX-TV
Comparative Quarter Hour Ratings: WREX-TV —440 Quarter Hours or 100 Per Cent STATION B— 0 Quarter Hours or 0 Per Cent
Pulse Survey September 1956
WREX-TV CHANNEL 13, Rockford, Illinois CBS-ABC AFFILIATIONS
Represented by H-R Television, Inc.

JACK AND THE BEANSTALK

WITH a standout musical score, an exciting cast and a so-so book, the *Producer's Showcase* colorcast of "Jack and the Beanstalk" Nov. 12 provided a wonderfully pleasant, if not compelling, evening for big and little viewers.

Somehow the plot, blown up and made moral, didn't move along very fast. But this didn't matter when there were such songs to be sung, such dances to be danced. The viewer's only real problem was keeping still himself in the face of such gaiety.

Yes, the glory of "Jack and the Beanstalk" was Jerry Livingston's music with Helen Deutsch's words, a score in solid show tradition. The music's pre-show promotion value was incalculable. After hearing "The Ballad of Jack and the Beanstalk," "Looka Me," "He Never Looks My Way" and others on the radio beforehand, the audience was well primed for opening night. With the songs still ringing, it seems sad that tv spectaculars don't get extended runs.

Production costs: Approximately $150,000.
Sponsored by RCA and Whirlpool-Seeger through Kenyon & Eckhardt Inc. and Buick Motors Div. of General Motors Corp. through Kudner Agency Inc. on NBC-TV Nov. 12, 8-9:30 p.m. EST.
Executive producer: Mort Abrahams; producer: Alvin Cooperman; director: Clark Jones; book and lyrics: Helen Deutsch; music: Jerry Livingston; orchestra-chorus conductor: George Bassman; vocal arranger: Ray Charles; scenery, costumes: Rouben Ter-Arutunian; costume supervisor: Rose Bogdanoff; choreographer: Rod Alexander; associate producer: Leo Davis; production supervisor: Shelley Hull.
Stars: Celeste Holm, Cyril Ritchard, Peggy King, Arnold Stang, Leora Dana, Billy Gilbert, Dennis King, Joel Grey.

AIR POWER

IT's perhaps unfortunate that CBS-TV and the Prudential people picked such a poor time and the badly-performed "The Day North America Is Attacked" with which to propel their long-awaited *Air Power* series into living rooms all over the U. S. We were sufficiently unnerved the past 14 days with the news out of the Kremlin vis-a-vis the Egyptian and Hungarian situations without needing a mock H-bomb attack on the U. S. to keep us from falling asleep the night of Nov. 11. Granted, such a show might have pleased Val Peterson, Civil Defense administrator who has been fruitlessly trying to sell the complacent American public on CD. Coming as it did on the heels of the extraordinary United Nations General Assembly session in search of a restored Middle Eastern status quo, it might, however, evoke the charge by some persons that the Air Force and a major network are "war mongering."

Whatever weight the employment of actual USAF brass hats might have had in bringing home the thankless job of the men and women of the Continental Air Defense Command and Strategic Air Forces was dispelled the minute the first of the generals—CONAD's chief, Earl E. Partridge—opened his mouth. To paraphrase Gen. Karl von Clausewitz, who felt peace to be too important to be trusted to the generals, neither should acting.

We can't exactly blame CBS-TV for injecting—eight times, no less—the disclaimer that what we were watching was not an attack, but a military exercise. After all, it was on a strikingly similar occasion—the eve of the Munich conference in 1938—that Orson Welles unleashed his Mercury theatre gremlins on the U. S. public with near-disastrous results.

Though sufficiently packed with enough realism to frighten everyone at the Soviet Embassy from the junior third secretary up, it's a pity the series didn't get under way with, say, the beginning of aviation at Kitty Hawk, rather than the end of civilization on H-Day. Advance reports from other quarters have it that producer-writer Perry Wolff's staff has come up with some exciting stuff for future telecasts, including heretofore classified film on World War II. Should this be the case, we will eagerly look forward to them.

Production costs: $45,000 (premiere only).
Sponsored by Prudential Insurance Co. of America, through Calkins & Holden, N. Y., on CBS-TV (pre-empting Bell Telephone Co.'s Telephone Time *6-6:30 p.m. slot for Sunday, Nov. 11 only) for the next 25 weeks, 6:30-7 p.m. EST.*
Produced and written by Perry Wolff; assoc. producer: James B. Faichney; senior editor: Peter Poor; narrator: Walter Cronkite; editors: Leo Zochling, E. Harlan Whitehead, Peter Curran; production manager: Norton Bloom; research: James McDonough; music score: Norman Dello Joio; conductor: Alfredo Antonini; a CBS Public Affairs Presentation.

THE PILOT

WHEN Margaret Sullavan failed to appear for the first scheduled showing of *Studio One's* "The Pilot" on Oct. 8, she must have had good reason. We suspect she had read the script.

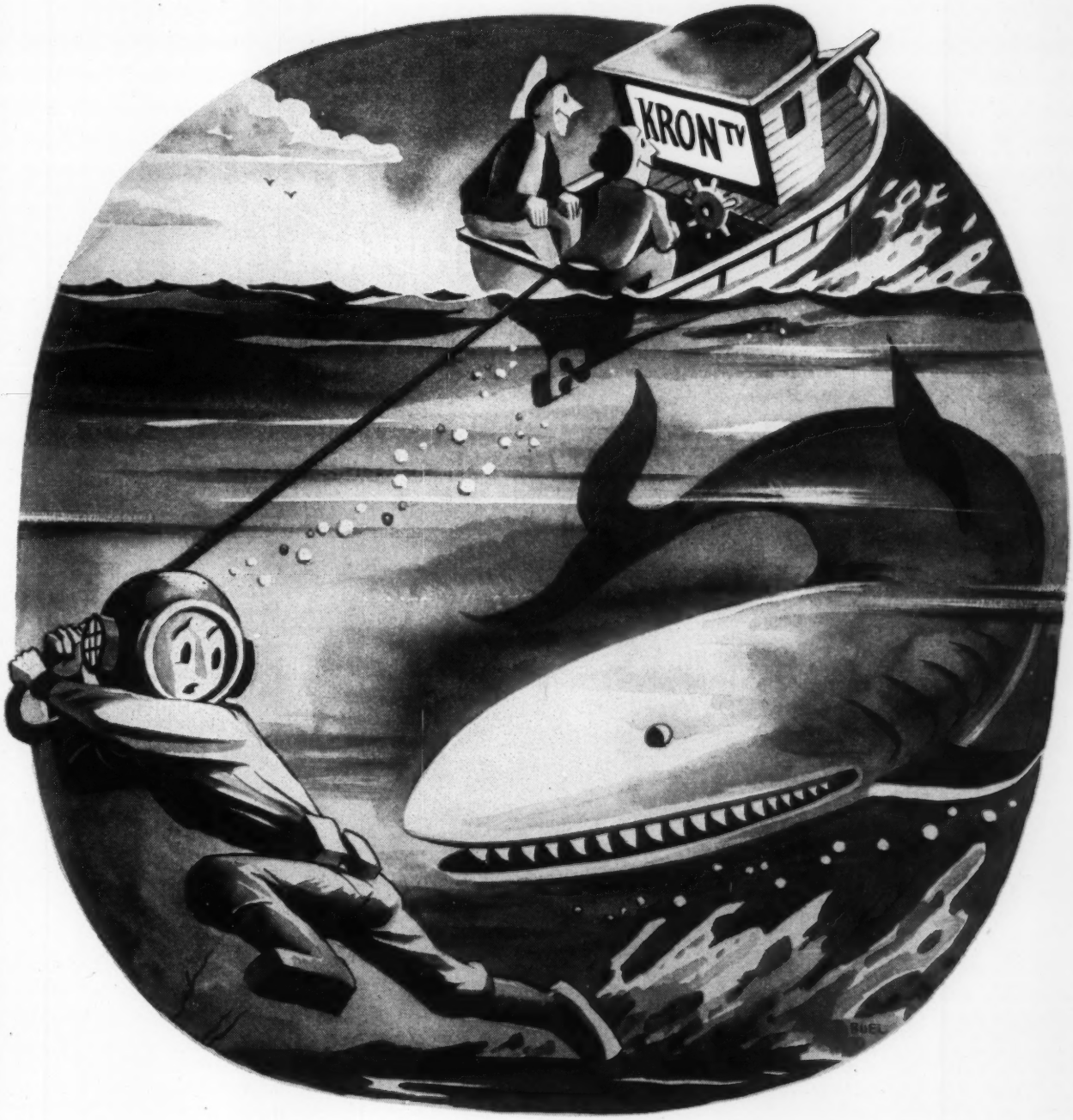
In telling (this time with Nancy Kelly) the story of Sister Mary Aquinas, the first nun to gain a pilot's license and a pioneer in teaching aeronautics in high schools, the portrayal was so shadowy it completely failed to show why she was such an inspiration to her students.

It is difficult to tell in an hour the good a person does in a lifetime of teaching, but one feels that a biographer can at least try. The writer became so involved in unimportant incidents that too little attention was paid the nun's life or personality and she became just another member of the cast.

To say that we were unimpressed does not mean that Westinghouse was. It felt moved to give up its interior commercials for the telecast. If this was out of a desire not to be associated with the play any more than absolutely necessary, it was a wise move.

Production costs: $38,000.
Sponsored by Westinghouse through McCann-Erickson on CBS-TV Mon., Nov. 12, 10-11 p.m. EST.
Producer: Felix Jackson; associate producer: Charles Schultz; director: Paul Nickell; teleplay: Paul Crabtree.

KRON is TV in SF



San Franciscans are sold on KRON-TV

ADVENTURE TIME
6 P.M. Mon.-Fri.
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

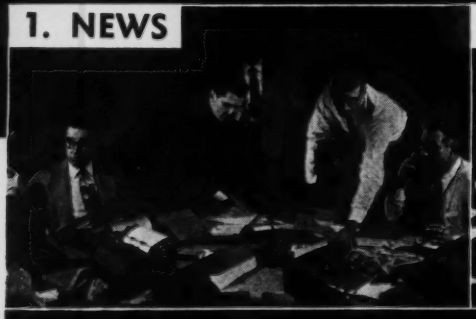
SEEDS tell the Story of

41,081 WRITTEN REQUESTS FOR SEEDS CONFIRM KPRC RADIO LISTENERSHIP AND COVERAGE!

Dramatic proof of listenership and coverage was obtained when **KPRC** offered free tomato and zinnia seeds. 41,081 requests from 126 Texas counties confirmed again what market-wise timebuyers have known for over 31 years . . . on the Texas Gulf Coast (and in 89 other counties) they really listen to **KPRC**!

FIVE GOOD REASONS why Texans listen to KPRC!

1. NEWS



News gathered by seven full time news specialists for 15 daily shows is written and edited for Texas listeners. Five AP wires for regional and national coverage. Direct wire to U. S. Weather Bureau.

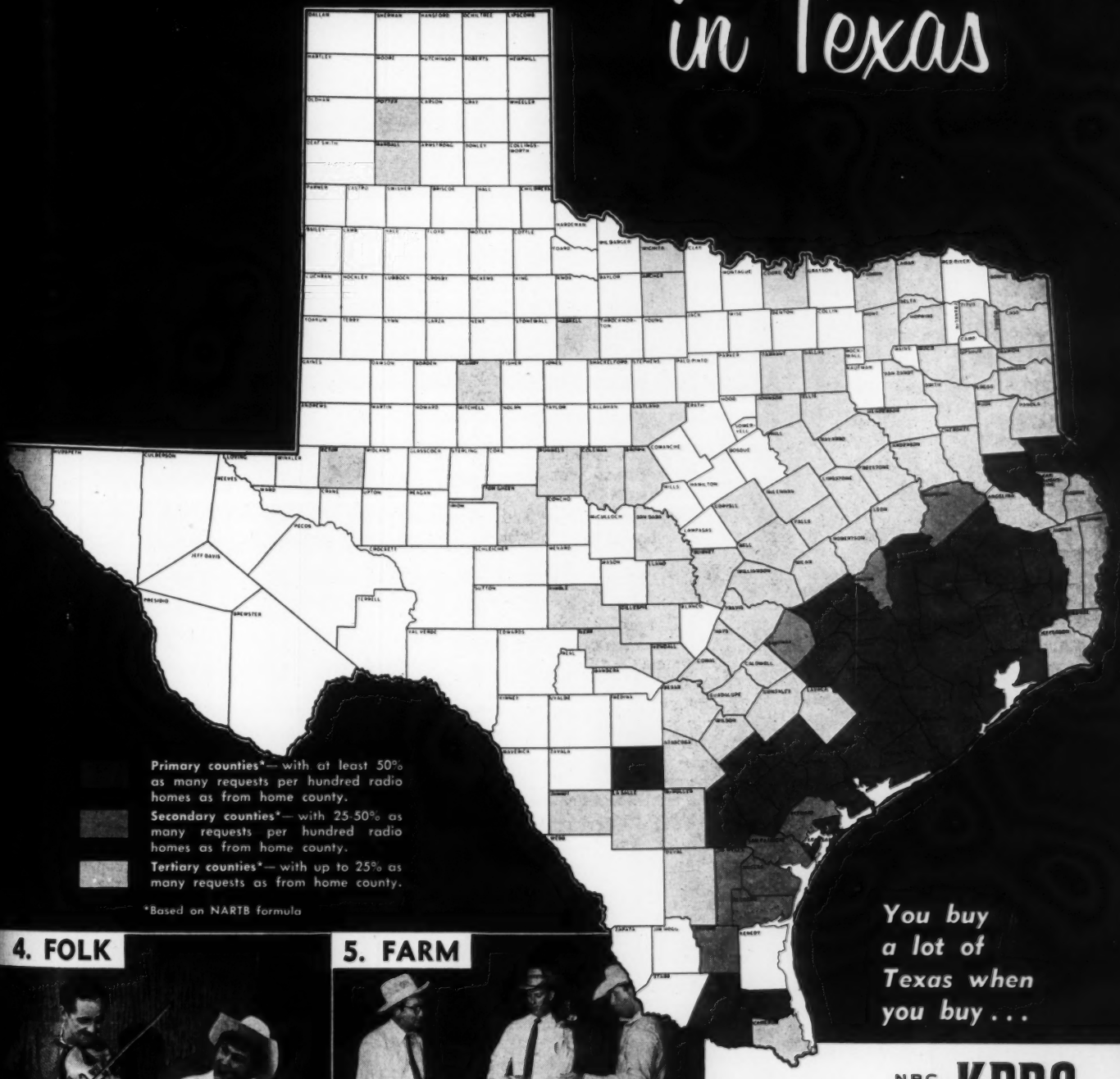
2. MUSIC

Music shows feature well known Texas personalities. Veteran entertainer, Lee Norton, uses his famous character originations, "Pancho" and "Fatheringay." Zany Bob Byron spins discs, cuts capers. Others include Bruce Loyer, Biff Collie, Bob Winset and Dick Eason.

3. ARTIST

Artist Don Estes, with several hit records on the RCA-VICTOR label is a strong favorite with the weaker sex. Don, former NBC vocalist is featured daily on "Sunrise Serenade," playing all the latest pop tunes and spinning re

KPRC-RADIO LISTENERSHIP *in Texas*



Primary counties* — with at least 50% as many requests per hundred radio homes as from home county.

Secondary counties* — with 25-50% as many requests per hundred radio homes as from home county.

Tertiary counties* — with up to 25% as many requests as from home county.

*Based on NARTB formula

4. FOLK

olk music, Texas style, is provided by ever-opular Curly Fox, Miss Texas Ruby and the oxchasers." Curly, "World Champion Old ime Fiddler," and Texas Ruby draw thousands each month with their personal appearances.

5. FARM

Farm news, local, regional and national, is gathered and edited by George Roesner, "Dean of Texas Farm Broadcasters," and his sidekick, "Buck" Buchanan. These two personally cover all Gulf Coast livestock shows, conventions, farm youth activities and other rural events.

You buy a lot of Texas when you buy . . .

NBC **KPRC**
950 HOUSTON
ON YOUR DIAL

5000 watts

Jack Harris,
Vice President & General Manager

Jack McGraw
National Sales Manager

Nationally Represented by
Edward Petry & Co.

Biggest Twin Cities traffic jams are in store aisles— downtown, uptown, wherever WLOL's Big 5 disc jockeys say "Go!" Local businessmen know that. That's why they buy WLOL in preference to any other station.

The local businessman will tell you too that WLOL-delivered crowds reach first for WLOL-sold brands. It's a merchandising fact that will work for you! Let B-5 selling impact send the aisle-jammers your way!

WLOL

Top Independent Radio in

MINNEAPOLIS • ST. PAUL

1330 on the dial 5000 watts

LARRY BENTSON, President

Wayne "Red" Williams, Mgr.
Joe Floyd, Vice-Pres.

Represented by
AM RADIO SALES

OPEN MIKE

How Time Flies

EDITOR:

Sure appreciate the write-up [ON ALL ACCOUNTS] in your Nov. 5 issue. It's a good way to prove your wide readership. I'm getting tearsheets from friends all over the country.

Somehow or another we got my age mixed up. It isn't that I mind being made six years older. It's just that some of our folks around the office figure it took me 28 years to get out of college . . .

Lowe Runkle, President
Lowe Runkle Co.
Oklahoma City

[EDITOR'S NOTE: B•T regrets that in the process of printing, Mr. Runkle's birthdate was inadvertently changed from 1908 to 1902.]

One-Man Undercurrent

EDITOR:

SOMEBODY WAS SOLD BROOKLYN BRIDGE AND STATEN ISLAND FERRY WITH THAT CLOSED CIRCUIT ITEM IN B•T, NOV. 12. THE UNDERCURRENT OF DISCONTENT IS CONFINED TO ONE BROADCASTER WHO HAPPENS TO BE BOARD MEMBER OF NARTB. HE'S DOING HIS BEST TO WHIP UP A STORM BUT THUS FAR THE ONLY LETTER, PHONE CALL OR PERSONAL MESSAGE WE HAVE HAD FROM OUR VERY OUTSPOKEN MEMBERSHIP THAT EVEN SUGGESTS WE SHOULD PARTICIPATE IN NARTB REGIONAL MEETINGS HAS COME FROM HIM. THE KINDEST THING I CAN SAY ABOUT THE GUY WHO FED YOU THIS IS THAT HE'S GROSSLY MISINFORMED.

Kevin B. Sweeney, Pres.
Radio Advertising Bureau, New York

Legal Notice

EDITOR:

Your issue of Nov. 5 contains a notice of the application of the M.V.W. Radio Corp., Panorama City, Calif., to the FCC for a new am facility. My name is mentioned in connection with this application. However, this is in error.

Although I am an attorney, I did not prepare the application, nor do I have any interest in this matter. The use of my name and address was unauthorized.

Saul R. Levine, Attorney at Law
Los Angeles, Calif.

[EDITOR'S NOTE: The address of M.V.W. Radio Corp. was given on the application to the FCC as % Saul Robert Levine, Suite 1007, 6399 Wilshire Blvd., Beverly Hills, Calif.]

BBB Is Amused

EDITOR:

The Indianapolis Better Business Bureau in its May 1956 *Indianapolis Better Business Bureau News* publication reproduced with your permission a cartoon drawn by Sid Hix [which originally appeared in B•T July 25, 1955].

This cartoon depicts a television announcer in a jail cell saying into a microphone, "Our sensational offer of a life time guaranteed, complete rebuilt sewing machine for only $2.98 comes to you from a new location this week."

The Denver Better Business Bureau publishes a newspaper, *Safeguard,* which is distributed to consumers throughout the U. S. Would you give us permission to use the Sid Hix cartoon in our next issue . . .?

W. Dan Bell, Gen. Mgr.
Denver Area Better Business Bureau, Denver, Colo.

[EDITOR'S NOTE: Permission is granted, provided B•T is credited as the source.]

Testimonial

EDITOR:

. . . I think you people are doing an excellent job in the broadcasting and telecasting field . . .

Harry Parnas, Media Dir.
Doyle Dane Bernbach Inc., New York

America Presents America

EDITOR:

The U. S. Information Agency would like permission to reprint the review of "America Presents America" which appears in the Oct. 22 B•T.

It is our intention to distribute this reprint to television stations throughout the country, as well as to groups and organizations interested in the work we are doing.

Myrtle Bergheim, Pub. Info. Staff
U. S. Information Agency, Washington

[EDITOR'S NOTE: B•T is always glad to grant permission to reprint its articles; asks only that proper credit be given.]

England to Illinois

EDITOR:

Almost daily I am receiving the BBC television from London. This operates on a channel between 40 and 45 mc and comes in QSA-5 with only a nine-ft. piece of wire for an antenna.

I wonder if this is some sort of a record for tv DX. I am not a DX hound so far as television is concerned but due to propogation conditions a week or so ago I felt that if I looked in the right spot I could perhaps get European television . . . which I did. I also received foreign langauge tv audio a few hundred kc below the audio of the BBC-TV station. This audio is am.

Ed Howell, Tech. Sup.
WMIX Mt. Vernon, Ill.

Radio in a Tv Era

EDITOR:

I should appreciate two copies of the BBDO report on radio in the television era from your issue of October 1, 1956.

Robert C. Diefenbach
WRC Washington, D. C.

EDITOR:

Please send us 50 reprints . . .

Tim Elliot, Pres.
WICE Providence, R. I.

EDITOR:

Please send six reprints . . .

Bill Stenson
Campbell-Mithun, Chicago, Ill.

EDITOR:

. . . five reprints of BBDO's Radio Study.

Frank Edwards, Sta. Mgr.
KBTN Neosho, Mo.

TOP RATING IN CINCINNATI!

America's number one mystery adventure series rings up top ratings everywhere. In a key market like Cincinnati, for example, ELLERY QUEEN not only has the highest rating* of any syndicated program—it also outrates top network favorites such as $64,000 Question, Climax, Jackie Gleason, Alfred Hitchcock, Dragnet, and many, many others.

*24.7 Pulse, September 10, 1956

the ELLERY QUEEN series

starring

HUGH MARLOWE

Your own survey will prove to you that more people are ELLERY QUEEN fans than for any other mystery adventure series. No wonder! Books, anthologies, Ellery Queen magazines, motion pictures, network radio series, all with multi-million astronomical circulations, endorse the brilliantly produced television series as your guarantee of the big audiences you want. Let us demonstrate to you how the ELLERY QUEEN series can best serve you, too.

TPA

tpa *Television Programs of America, Inc.*

EDWARD SMALL • MILTON A. GORDON • MICHAEL M. SILLERMAN
Owners

488 Madison Ave., New York 22, N. Y. • PL. 5-2100

WTVJ NEWSMEN CIRCLE THE GLOBE TO B

In South Florida, viewers expect and receive outstanding news coverage from WTVJ's PRESTIGE news department. A staff of 14 newsmen insure the WTVJ audience of 'round-the-clock coverage of all local, state and regional news.

Adding to the completeness of this coverage, WTVJ's camera crews during the past year alone, traveled to 11 States and 26 foreign countries to gather "local" news stories affecting the south Florida community.

Another plus service of Florida's first and most experienced television station . . . another reason why the majority of south Floridians watch WTVJ and continue to buy the products and services of its advertisers.

CBS TELEVISION NETWORK

Basic Affiliate

BRING SOUTH FLORIDA AWARD WINNING NEWS!

RTNDA "Gold Trophy Award For Outstanding TV News Operation in the Nation." 1952

RTNDA "Gold Trophy Award For Outstanding TV News Operation in the Nation." 1953

"HEADLINERS Award For Outstanding Local News". 1956

FLORIDA'S FIRST TELEVISION STATION

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ Channel 4 MIAMI

BUY

TO SELL 2/3 OF CALIFORNIA

These two Big Impact stations

KBIG Catalina

KBIF Fresno

cover all 8 Southern California counties via the salt-water route.

KBIG, broadcasting on 740 kc with 10,000 watts from both Hollywood and Catalina, is the only independent powerful enough and popular enough to register audiences consistently in all three major Southern California metropolitan areas:
LOS ANGELES — America's 3rd market
SAN DIEGO—the 19th
SAN BERNARDINO—the 32nd

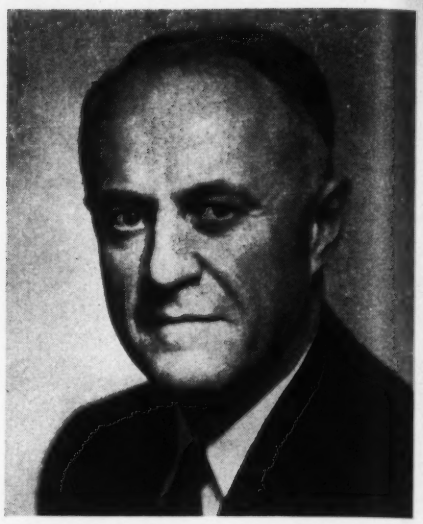
KBIF, 900 kc with 1000 watts is the most powerful and popular independent covering Fresno, the nation's No. 1 Farm Market, and its prosperous San Joaquin Valley neighbors.

With the two John Poole high-quality center-dial music-and-news radio stations, you reach ⅔ of the people and the retail sales of the No. 2 State, at statistically the lowest cost-per-thousand listeners. Buy both stations: KBIG and KBIF for KBIG rates plus 25%. Your Weed man has the whole story.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

JOHN HOWARD WOOD



"TRANSITION" has been the watchword of a new era—not the mere by-product of an old order—during the past 19 months for the *Chicago Tribune* and its radio-tv properties in the tower built by the late Col. Robert R. McCormick.

With the vanishing breed of titan has come a greater delegation of authority by top echelons of networks, newspapers and allied fields, observers point out. It takes a business executive with rare perspicacity and acknowledged ability to mold a capable management team to meet today's challenge-of-change in an expanding broadcast industry.

J. Howard Wood seems to have achieved that objective as president of WGN Inc. (WGN-AM-TV Chicago) within a relatively short span that underscores his nearly 40 years in the newspaper field. He is credited with laying groundwork for results which have made their mark on the local radio-television scene and throughout the industry.

Succeeding Col. McCormick as president after the death of the *Tribune* editor-publisher in the spring of 1955, Mr. Wood eventually initiated a series of moves looking toward revitalization of WGN-AM-TV as greater adjuncts of the 109-year-old newspaper.

Reorganization of WGN Inc. has progressed steadily under Mr. Wood, with appointment of Ward L. Quaal, former Crosley executive and a recognized top industry executive, as general manager and a new management plan for vestment of increased responsibility in department heads.

Inherent in Mr. Wood's thinking is the concept that the radio-tv arms, as wholly separate *Tribune* entities, must be "self-sustaining and must operate in such a manner as to afford maximum service to the public and to clients who help make the American system of broadcasting the finest."

Born in Downers Grove, Ill. (Jan. 2, 1901), John Howard Wood actually started his newspaper career as a carrier boy on his father's *Canton* (Ill.) *Daily Register*, graduating to the circulation mail room and cub reporter at 16. He enrolled at Lake Forest (Ill.) College in 1918 and also edited two weekly newspapers *(Highland Park Press* and *Lake Forester)*.

Receiving his A. B. degree in 1922, Mr. Wood attended Harvard Graduate School on a university scholarship for a year, then taught English literature and history at Middlesex School in Concord, Mass., for two years. He joined the *Tribune* as North Shore reporter in 1925 and three years later was placed in charge of the Investors' Guide feature in its financial section. He was named financial editor in 1932.

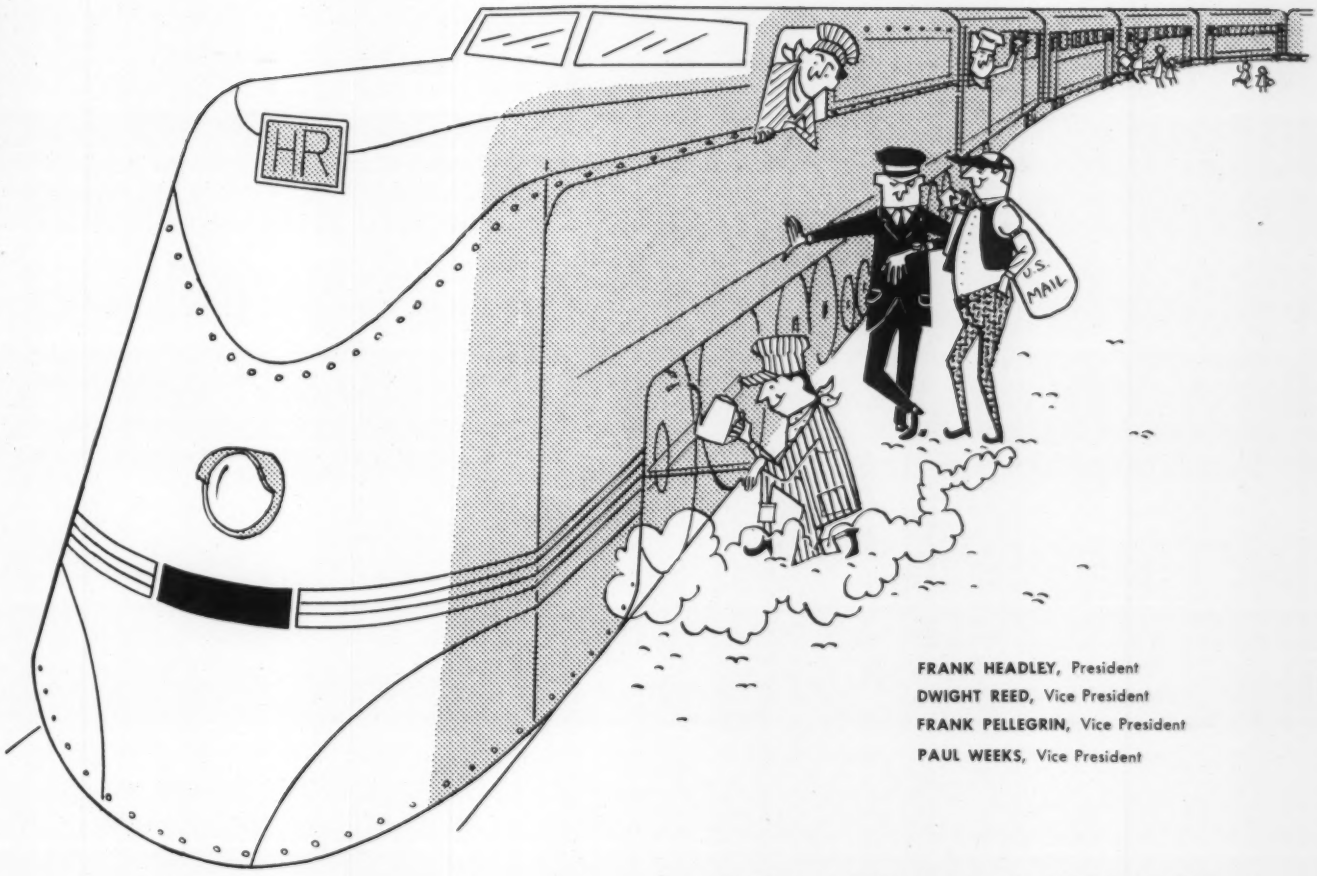
Mr. Wood was named assistant auditor-controller of the Tribune Co. in 1939 and auditor-controller of the company and WGN Inc., plus five other subsidiaries, on May 15, 1942. He was elected treasurer in 1951, continuing in that post until May 16, 1955, when he became Tribune Co. vice president and president of WGN Inc. He was appointed business manager of the *Tribune* and elected Tribune Co. director in 1954, becoming general manager of the newspaper in June 1955. (Chesser M. Campbell, former MBS director, is president of the Tribune Co., which recently acquired the *Chicago American* in a further expansion that may presage purchase of other broadcast properties sometime in the future.)

In his present position, Mr. Wood also has managed to syncretize competitive elements of the newspaper and radio-tv properties, with evidences of greater cooperation among aural-visual-print media representatives who previously were merely on speaking terms. He feels the potential of color tv is "almost unlimited" in programming-advertising but cautions "high selectivity" in approach.

Mr. Wood is a director of WGN Inc., WPIX Inc. (New York), Chicago Tribune-New York News Syndicate, News Syndicate Co., Illinois Atlantic Corp., Ontario Paper Co. Ltd., Quebec North Shore Paper Co., Quebec and Ontario Transportation Co. Ltd. and Manicouagan Power Co.—all Tribune Co. subsidiaries or affiliates. Additionally, he is an executor of Col. McCormick's will and trustee of the McCormick-Patterson trust (which controls the Tribune Co.) and Robert R. McCormick Charitable trust.

Mr. Wood married the former Ruth Hendrickson in 1928. They live in Lake Bluff, Ill., and have two daughters—Mrs. John K. Diedericks and Ann, and two sons, John (now in military service) and Robert (high school student). Mr. Wood's hobbies are fishing and golf and he is a member of the Knollwood Country Club, University Club of Chicago, Chicago Club and Lake Zurich Golf Club. He is a trustee of Lake Forest College.

WORKING PARTNERS



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

RADIO H-R TELEVISION INC. TELEVISION
REPRESENTATIVES, INC.

Everyone at H-R "goes *out on time.*" This means the working partners who head up this firm, as well as the members of our growing staff. The available time of the radio and TV stations we represent, is still the personal selling responsibility of H-R's working partners, the same as it was the day we joined together to form H-R. Then as now, buyers of time and the stations we serve, know that all of us are always "*out on time*" and that H-R "always sends a man to do a man's job.

380 Madison Ave.
New York 17, N. Y
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

416 Rio Grande Bldg.
Dallas, Texas
Riverside 2-5148

101 Marietta Street
Bldg.
Atlanta, Georgia
JAckson 3-7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

910 Royal Street
Canal 3917
New Orleans, La.

WE
HEARTILY
RECOMMEND
AND
ENDORSE

Carolyn Sholdar Associates

30 PARK AVENUE, NEW YORK 16, N.Y.

KTVW
CHANNEL 13

SEATTLE-TAKOMA, WASHINGTON

J. Elroy McCaw, Owner
William Veneman, General Manager

JUSTIN THEODORE GERSTLE

on all accounts

IN some small way, the Procter & Gamble people in Cincinnati should be happier these days on account of the teamwork former Yale football coach (now CBS sportscaster) Herman Hickman instilled in Justin Theodore Gerstle, 26, during the latter's days as guard on the Eli eleven. Mr. Gerstle, now a timebuyer on P&G at Benton & Bowles, New York, is convinced that in media, teamwork plays as vital a role—if not more so—than on the gridiron.

A quick glance at the agency's media department table of organization indicates that its breakdown bears a striking similarity to a schematic football formation, with buyers such as Just Gerstle doing their utmost to see that the client scores with his buying public.

Born a New Yorker, Mr. Gerstle left Yale Law in 1952 to seek his goal in advertising, began by joining the Benton & Bowles mailroom with the next hop (January 1953) to the agency's store audit staff. In April of that year, he became an assistant buyer on Parliament and Conoco Oil in the diversified products group, and in March 1954 was transferred in a similar capacity to the Procter & Gamble account group, assisting on Prell shampoo and Pinit home permanent. Later, he was named full timebuyer for Canada on Fluffo, Ivory Snow, Prell and Tide, and in February this year found himself off the Canadian roster and in on the introductory campaign of P&G's new Crest fluoride toothpaste.

In April, he was given the added responsibility as spacebuyer on Camay, Whirl, and an as-yet-unidentified product. He dropped these and assumed his Tide duties in September, a task which the husky guard asserts is "all 'tide' and no ebb."

This would not seem to be too farfetched a view to take in light of P&G's formidable radio-tv expenses in network and national spot campaigns.

A sailing enthusiast ever since boyhood, Mr. Gerstle can often be found on a windy day running out the tide on the Long Island Sound (off Rye, N. Y., his home) in his 20-ft. sloop, the *Caramba*.

When it comes to cost based on coverage, Keep this in mind:

wkmh cost per M is lowest of all Detroit stations at all Hours!*

*6 A.M. TO 6 P.M.

SAVE up to 15%

by Buying 2 or More of these Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKMH Dearborn Detroit

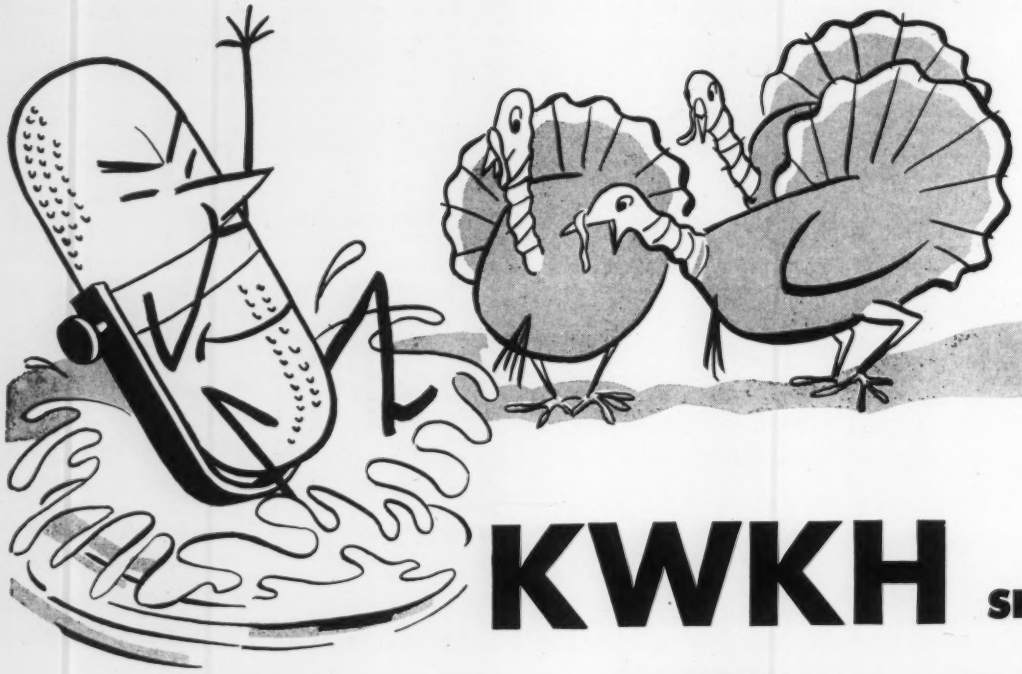
5000 WATTS

FRED A. KNORR, Pres. JOHN CARROLL, Mg. Director

Represented by Headley-Reed

The Community Stations

KNORR Broadcasting CORP.



KWKH SHREVEPORT

MAKES SPLASH IN *TURKEY CREEK!*

KWKH *inundates* an 80-county daytime SAMS area, covering an almost endless list of cities, farms and settlements — including even Turkey Creek (La.)!

We're "in the swim of things" at home in Shreveport, too. The March, 1956, Pulse credits KWKH with top rating in 55% of all daytime quarter hours—IN 100% OF ALL NIGHTTIME QUARTER HOURS!

Cost-per-thousand homes is 46.4% less than the second Shreveport station. Get all the facts from The Branham Company.

Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map).

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

Vol. 51, No. 21 **NOVEMBER 19, 1956**

MOVIE-TV MERGER PATTERNS DEVELOP

- **AB-PT announces subsidiary to produce theatrical pictures**
- **It's latest in series of major tv-movie alliances this year**

SIGNS became clearer last week that television and the motion pictures are ending an era of enforced co-existence and are entering one of willing co-partnership for their mutual advantage.

On top of the growing numbers of television-motion picture alliances formed largely during the past year, American Broadcasting-Paramount Theatres Inc., ABC parent, last week announced formation of a motion picture production company to add to its broadcasting and theatre operations. Though this action amounts to a departure from the general business drift of motion picture production companies assuming participation in television, it points up an apparent economic principle: The motion picture-tv marketplace is a two-way street.

AB-PT intends to start producing motion pictures through a subsidiary, Am-Par Pictures Corp., according to Sidney Markley, AB-PT vice president who last week was put in charge of film production activities. He will continue also to be in charge of theatre rearrangements. Irving H. Levin has been elected president of the new subsidiary and Harry L. Mandell, vice president.

Though the production and exhibition arms of Paramount were severed several years ago under the terms of a consent decree, Mr. Markley indicated last week that the new subsidiary is not barred from production. He said the Dept. of Justice has been "fully informed of AB-PT's plans for producing pictures, even though the Paramount consent decree does not prohibit the company from making films." It was reported unofficially that AB-PT's reasoning is that the consent decree provides that Paramount Pictures is barred from motion picture exhibition activities but does not stipulate that the theatre company is prevented from producing motion pictures.

AB-PT's plans to enter the motion picture production field were not unexpected, as the company had indicated interest in such an activity before a convention of the Theatre Owners of America in New York a few months ago. Considerable discussion at the meeting was devoted to a shortage of product for theatres, and several theatre chain owners, in addition to AB-PT, touched upon production plans.

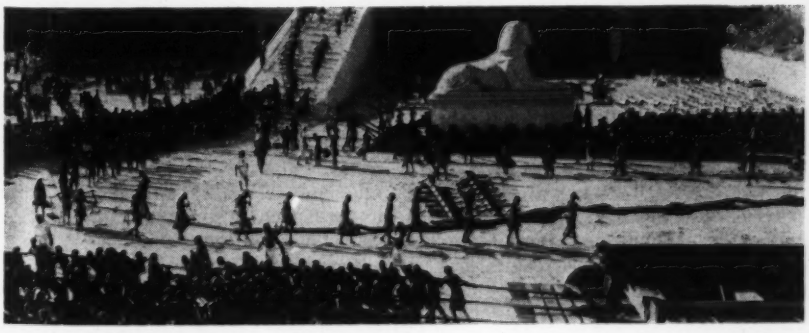
Mr. Markley last week said that production by Am-Par Pictures Corp. is "aimed at helping to overcome the shortage of pictures for theatres." He made no mention of whether the company will produce films for tv, but a spokesman later told B•T that no such plans were envisioned. This latter view also has been substantiated by Leonard H. Goldenson, AB-PT president, in his recent statement indicating AB-PT's plans for film production.

At the outset, Am-Par Pictures' activities will be on a "relatively modest scale," according to Mr. Markley. As the new subsidiary's production experience increases, Mr. Markley said, "anticipations are that its efforts can be enlarged on a sound and practical basis." In addition to the exhibition of its pictures in theatres operated by AB-PT subsidiaries, Mr. Markley revealed, the new production company plans to release its films throughout the country and in foreign markets through arrangements with established distribution groups.

Mr. Levin has been active in both motion picture production and distribution for more than 10 years. He has been associated with Mutual Productions and with his own production companies that released pictures through RKO. Mr. Mandell is a motion picture veteran of more than 20 years, having worked for such major film companies as Warner Bros., Eagle Lion and David O. Selznick.

Perhaps the company having the closest parallel with AB-PT is RKO Teleradio, though there are certain sharp differences in their organizational structures. They are similar in that both own and operate radio and tv stations and networks (AB-PT with ABC and RKO Teleradio with Mutual) and both are involved in theatrical production (RKO Teleradio with RKO Radio Pictures). RKO Teleradio, however, has no theatrical exhibition arm but distributes films for television through RKO Television and has announced plans to produce tv programs through RKO Pathe.

RKO Teleradio Pictures as a corporate



BE IT WIDE SCREEN

OR 21-INCH

. . . there's an increasing area of common ground, as is evidenced by the wholesale business negotiations transacted between the motion picture capital and television interests in recent months. Newest development: plans of American Broadcasting-Paramount Theatres to enter motion picture production. AB-PT will make theatrical movies.

Photos: Scene from Paramount's "The Ten Commandments" and from an NBC-TV color spectacular.

entity evolves from a broadcasting enterprise —General Teleradio Inc.—which in July 1955 purchased RKO Radio Pictures for $25 million from Howard Hughes [B•T, July 25, 1955]. Early this year, RKO Teleradio sold the RKO library of 740 features and 1,000 short subjects for $15.1 million but retained the studio production facilities [B•T, Jan. 2].

RKO Teleradio, with its activities spread over motion picture production, radio and television broadcasting and tv film production and distribution, is in the unique position of utilizing the facilities of each of its enterprises for the advantage of all. Perhaps it epitomizes the "co-partnership" concept. Only last month it set up an integration-coordination plan under which the motion picture company's personnel and facilities will be made available to Mutual for station relations, sales, sales service, news and program purposes [B•T, Oct. 8]. RKO Radio Pictures similarly coordinates with RKO Television.

In another recent extensive tie-up between the movies and television, National Telefilm Assoc. sold a 50% interest in its NTA Film Network to 20th Century-Fox Film Corp., and in a separate transaction, NTA committed itself to purchase a library of 390 motion pictures from Fox for $30 million [B•T, Nov. 5]. Of particular significance to Fox (aside from the financial terms) was its partnership in a film network, which currently is providing service to 110 stations on a one and one-half hour weekly basis, and plans to provide additional programming by the first of 1957.

While Fox has been in tv film program production for several years through a subsidiary, TCF-TV, the activities of this latter organization promise to be expanded through the parent company's new association with NTA. In a corollary transaction, Fox committed itself to produce the pilots of four new half-hour tv series not later than March 1957, which NTA will distribute.

Columbia Pictures Corp., through its tv production and distribution subsidiary, Screen Gems Inc., was the first major studio to break into tv on a large scale several years ago. It now has a catalogue of some 20 program series prepared especially for television presentation and distribution, placing it among the leaders of tv distributors and producers. Columbia withheld its feature film library from tv until this past summer, and with a flood of major feature film product headed for the airwaves this fall, decided to follow suit. It releases film from its pre-1948 library to stations through Screen Gems.

Loew's Inc.'s approach to tv has been, in some ways, similar to Screen Gems' in that it is making its feature properties available to tv through a wholly-owned subsidiary, MGM-TV. Last summer, the motion picture company announced details of a three pronged invasion of television, covering release to the medium of 770 feature films and 900 shorts produced before 1949; acquisition of interests in tv stations and production of programs especially for television [B•T, June 25]. Charles C. (Bud) Barry, a former NBC vice president, was named vice president in charge of tv operations.

In the ensuing period, Loew's has sold its library in 20 markets, highlighted by sale of the features to CBS, the King Broadcasting Co.'s two tv outlets, and Triangle Publications' tv stations for an estimated $16-20 million. Loew's also has acquired 25% stock interest in three television stations—KMGM-TV Minneapolis, KTTV (TV) Los Angeles and KTVR (TV) Denver—placing this motion picture company squarely in tv with no ifs or buts.

Warner Bros., which wet its feet in television with production of the *Warner Bros. Presents* series for ABC-TV, tumbled all the way last spring when it sold its library of 850 features and 1,500 shorts to PRM Inc., an investment company, for $21 million. An interesting sidelight is that PRM, through Associated Artists Productions, its television subsidiary, announced plans recently to produce movies for theatres.

Paramount Pictures Corp. has substantial interests in two tv stations and sole ownership of a third. In Los Angeles, Paramount, through its wholly owned subsidiary, Paramount Television Productions, owns and operates KTLA (TV). Paramount Pictures also has a 26.6% interest in DuMont Broadcasting Corp., which owns and operates WABD (TV) New York and WTTG (TV) Washington, and holds a similar proportional interest in Allen B. DuMont Labs, manufacturer of tv sets and other electronics.

Paramount Pictures is active in color tv through its 50% ownership of Chromatic Labs, New York. Chromatic for some years has been working with the Lawrence color picture tube, which uses a single gun compared to the conventional three-gun color tube. Earlier this year, Chromatic and DuMont Labs entered into an agreement for research and development on the Lawrence tube and receiver circuitry, looking forward to the launching sometime late next year of color tv sets priced perhaps as low as $350.

Paramount is the only major studio that has withheld its feature film library from television. It disposed of its short subject library early this year to UM&M Tv Corp. for about $3.5 million and this property was obtained by NTA, which purchased UM&M. But Paramount, to date, has stood firm on its feature film product.

The multi-faceted motion picture tv trading lends credence to an oft-quoted business quip: "If you can't beat 'em, join 'em."

WHEN WILL TV GET NEW MOVIES?

HOLLYWOOD studio officials and representatives of the various guilds are continuing night discussions behind closed doors at the Motion Picture Producers Assn. looking toward some formula for the release of post-1948 feature films to television. The big push toward a new policy started in early September and the conferences have been held intermittently since [B•T, Sept. 10]. The next meeting was scheduled for tomorrow night (Tuesday) but this will be postponed, interrupted by a theatrical premiere.

Some observers feel it is no longer a question of will the post-48 films be released, but merely "when." Producers are keeping an eye on other producers to watch if they might break rank and deal individually, and also on major distributors of older movies to tv.

They are especially watching those distributors who have acquired big blocks of old features and are peddling the pre-1948 films to tv with considerable profit. The Hollywood producers would like to know how long these distributors will hold off making terms with the guilds so they can increase earnings by selling their post-48 titles to tv. Some talks with the guilds have already been held by certain top distributors but not with too much success, according to West Coast sources. The central problem is union demand for special residual payments on features released to television.

Aside from MPPA officials and representatives of the major studios, the Hollywood talks include Screen Actors Guild, Screen Directors Guild and Screen Writers branch of Writers Guild of America West. The Society of Independent Motion Picture Producers is representing that segment of production.

Discussions so far have been exploratory with producers reportedly proposing that a 25% portion of tv revenue be knocked out in one hunk for all guilds, leaving it up to the guilds to barter among themselves as to how this should be subdivided. Naturally this puts the producer group at an advantage in one sense. Each guild conceives of its contribution to the movie as the most essential and hence the guilds would beat one another into submission to the producer demand. In another sense it is a disadvantage. The time consumed in inter-guild bickering could leave the producers too long out of the tv market.

Meanwhile, John L. Dales, national executive secretary of Screen Actors Guild, has announced he plans to negotiate a separate agreement with producers that from now on, when an actor is employed to appear in a theatrical picture, he will get two contracts—one for the theatrical showing and another calling for additional pay if the picture is televised.

Other guilds are watching this development closely and it may well signal a practical solution to the problem. Some observers feel, should this pattern ensue, it would mean that all new feature production will involve two contracts with the guilds, one for theatre releases and one for tv. This would leave those films in the period since Aug. 1, 1948, to constitute merely an industry "block" of pictures on which the current meetings at MPPA could turn attention. But the block of titles is a big one.

MORE TV DOLLAR FIGURES REVEALED

Detailed billings shown for CBS-TV, NBC-TV for first half of 1956

ADDITIONAL figures made available last week by the House Antitrust Subcommittee showed that the two biggest television networks—CBS and NBC—grossed $182,508,663 for time sales in the first six months of 1956. Their total net for the first half of 1956 was $151,161,158.

Like the figures released by the congressional committee for the calendar year 1955 [B•T, Nov. 12], the 1956 half-year figures were the first of their kind ever disclosed for the tv industry.

Also last week the House subcommittee headed by Rep. Emanuel Celler (D-N. Y.) made available additional figures for 1955 showing NBC-TV billings from advertisers who received no discounts from the network. Based on B•T computations, this non-discount figure of $12,843,853—added to the $142,139,446 NBC-TV gross billings for 1955 from advertisers who received discounts—brings the total NBC gross for 1955 to $154,983,299. This same $12,843,853 non-discount figure for 1955, added to the NBC-TV net figure of $118,388,710 billed from advertisers who received discounts in 1955, brings the total NBC-TV net for time sales in 1955 to $131,232,563. This compares with CBS-TV's 1955 total gross of $175,688,864 and net of $142,592,496 as reported by B•T Nov. 12. The additional NBC-TV figures bring the total gross for both CBS and NBC for the 1955 calendar year to $330,672,163 and the total net for both networks to $273,825,059 for last year.

B•T computations of the network figures for the first six months of 1956 show:

For CBS:

$94,971,957	gross for regular network service
75,753,647	net for regular network service
473,972	gross for Extended Market Plan service
333,225	net for Extended Market Plan service
95,445,929	gross for combined regular-EMP service
76,086,872	net for combined regular-EMP service

For NBC:

$87,062,734*	gross for entire network service
75,074,286*	net for entire network service

The difference in the spread of CBS gross and net for the six months ($95,445,929 and $76,086,872) and the NBC gross and net billings ($87,062,734 and $75,074,286) indicates that CBS gave substantially higher total discounts than NBC.

Both the CBS and NBC discount systems were explained in the story in B•T's Nov. 12 issue. A further explanation of the application of CBS discounts was made by CBS President Frank Stanton in his testimony in September before the Celler Subcommittee and carried by B•T Nov. 12. Additional explanation of NBC's application of its discount system is as follows:

NBC has two principal categories of discounts—weekly and annual.

The NBC weekly discount for a particular program might vary from week to week with variations in the advertiser's total weekly purchase. Thus, if he sponsors a half-hour period (60% of the hour rate) for at least 26 weeks he will earn a 6% discount. If he concurrently adds another half-hour for 13 alternating weeks, the discounts would be:

Week 1:	60% of hour rate	6% discount
Week 2:	60% of hour rate	
	60% of hour rate	
	120% of hour rate	10% discount

NBC figures submitted for 1955 and Jan.-June 1956 were aggregated over the calendar year or portion and in some cases, such as that above, the discount rates do not correspond to discount rates shown in NBC's tv rate guide.

In other cases, the calendar year may not correspond to the advertiser's discount year. For example, an advertiser may have earned the 10% annual discount for sponsoring a period for 52 consecutive weeks ending in June 1955. He may resume use of the program period in September 1955 under a contract ending in June 1956. The 10% annual discount would not be earned on the resumed program period, so he would get the 10% annual discount for the first six months of 1955, but none for September-December 1955 period. A case such as this would not correspond to the published discount rates because of variations in advertising composition and pattern for a calendar year.

NBC's Special Incentive Plans

1. *Matinee Theatre* **Charter Client Plan.** On Oct. 31, 1955, the live, one-hour color drama *Matinee Theatre* was begun in a mid-afternoon Monday-through-Friday period. To attract advertisers to this "radical and costly innovation in daytime programming . . . at the outset," NBC offered an introductory incentive plan to advertisers who placed orders in advance of the program's premiere date. These advertisers received bonus announcements as follows: 2 for every 11 purchased, 4 for every 22 purchased, 7 for every 32 purchased and 10 for every 42 purchased.

2. **THT Summer Incentive Plan.** This applied to *Today*, *Home* and *Tonight* and was designed to encourage advertisers to use these programs in summer months to offset sharp declines in purchases in such programs in the summer because of changes in viewing habits and complications caused by variations in observance of Daylight Saving Time and Standard Time in the various markets where the program was broadcast. Bonus announcements are offered any advertiser who orders a designated 14-week summer period, based on a sliding scale ranging from one bonus announcement for 7-11 paid announcements to 18 bonus announcements for 52-54 paid announcements.

3. **Program Extension Plan.** This plan was designed to encourage NBC tv advertisers to order stations in smaller markets which were in need of network programs and revenue to establish successful operations and which were not being used by advertisers because of the small additional circulation they provided. Under the plan, a group of about 50 small market affiliates, with network rates aggregating about $6,000 for the entire group, were designated as Program Extension Plan (PEP) stations. An advertiser ordering a designated number of these stations (in terms of gross rates) received additional stations in the group without charge as a "dividend"—the more he ordered, the more he received without charge. The "dividend" was scaled from 50% for an order including stations aggregating $1,500 in gross rates to 100% for stations aggregating $3,000 in gross rates. This plan, NBC says, helped develop additional network sponsored programs in these markets and contributed "substantially" to the stations' successful operation.

Other Programs

NBC discounts on certain multi-sponsored programs or programs sponsored on other than a regular weekly or alternate weekly basis represent adaptations or pro-rata modi-

IN ALL OF 1955: CBS-TV NET $142,592,496, NBC-TV NET $131,232,563
FIRST HALF 1956: CBS-TV NET $76,086,872, NBC-TV NET $75,074,286

*NBC's billings under its Program Extension Plan (see Special Incentive Plans below) are included in both gross and net figures, but on a net basis, since the advantage to the advertiser is in the form of a bonus, instead of a straight discount. Of the network's other special incentive plans only the "THT Summer Incentive Plan" might apply to the January-June figures in a few cases where the plan was inaugurated by the advertiser before June 30.

fications of the regular discount structure. They are:

Type—Hour, co-sponsored weekly by 3 advertisers

Minimum Term	*Discount*
52 consecutive weeks	10%

Type—Hour, co-sponsored by 3 advertisers 3 out of 4 weeks

Minimum Term	*Discount*
39 telecasts in 52 weeks	7½ %

Type—Hour, co-sponsored by 3 advertisers 2 out of 3 weeks

Minimum Term	*Discount*
35 telecasts in 52 weeks	6%

Type—Half-hour, sponsored by 1 advertiser 3 out of 4 weeks

Minimum Term	*Discount*
39 telecasts in 52 weeks	6% weekly plus 7½ % continuity

In the fall of 1955 NBC offered a special discount to all advertisers buying time in the Monday-Friday 5-6 p.m. time period. This discount was applied to gross time billings for purchases in these periods in addition to other applicable discounts.

NBC rates for sports and special events programs are fixed on a case-by-case basis because they "represent a distinct category of programs involving unusual costs, and of unusual value to NBC's overall program service." These rates were shown in the NBC tabulations.

NBC noted that in some cases where it seeks to develop a time period which has not yet demonstrated its audience and thus is found unsaleable for this reason, the network "may offer the time period at a price which reflects an allowance from the rate card in order to achieve a sale."

The network said broadcasting is "unique" in that its circulation and programming must be furnished on a continuing basis at the broadcaster's cost, whether or not it is sold, and broadcast time cannot be "stockpiled in inventory for future use." Failure to sell a period which the broadcaster must program anyway means both loss of revenue for the period plus the cost of programming it. Broadcasting is also unique in that each unit of its program product is non-comparable with other units, every program being a distinct advertising adventure with circulation potentials different from other programs. These circulation values are subject to the "hazards of showbusiness," are established only by the "light of experience" and change with shifts in the public taste, competitive programming and other variables. These considerations place a special premium on continuity and stability of sales and on keeping sold all periods programmed for sale.

These specific sales incentives are reflected in NBC's weekly discounts for a minimum of 26 weeks of programming (consecutive or alternating) in a 52-week period; in discounts for daytime periods, where the discount incentive is "twice as great" as that for evening periods because the same discounts are allowed as for evening time, although the time costs are half as much; annual discounts for 52-week continuity, which assure the network savings in sustaining program cost and sales for a year; and separate discounts for THT programs scaled in terms of number of announcements in any one or more of these three programs, although the gross price per announcement for each program is different.

Therefore, NBC said, there is no "fixed relationship between dollar volume" and the rate of discount earned under NBC's discount structure, for the rate of discount depends on the pattern and composition of advertising and one advertiser can spend less and still earn a higher rate of discount than another.

Thus, an advertiser buying a half-hour evening period on a 56-station basic network lineup for 20 weeks in a year would have a gross time cost of $900,000 and earn no discount; whereas, an advertiser buying a quarter-hour daytime period for 52 consecutive weeks would have a gross time cost of about $750,000 and earn a 15% (5% weekly, 10% annual) discount; and one who bought 104 announcements in a year in *Tonight* on the 59-station maximum lineup for that program would have a gross time cost of about $560,000 and would earn a 20% discount, besides receiving bonus announcements under the THT Summer Incentive Plan if at least seven of his announcements were scheduled during the summer.

CBS-TV ADVERTISERS: THEIR GROSSES, DISCOUNTS, NET BILLINGS

THE TABLES which follow show CBS-TV's list of advertisers for January-June 1956. They were submitted by the network to the House Antitrust Subcommittee. CBS-TV broke down the information by each program sponsored by a particular advertiser, the days per week of that show, the number of times it appeared during the half-year, average weekly gross for the show, and the average weekly discount allowed by the network. The last column, total Jan.-June net billing, was computed by B•T after first compiling a six-month gross for each show and then applying the appropriate discount.

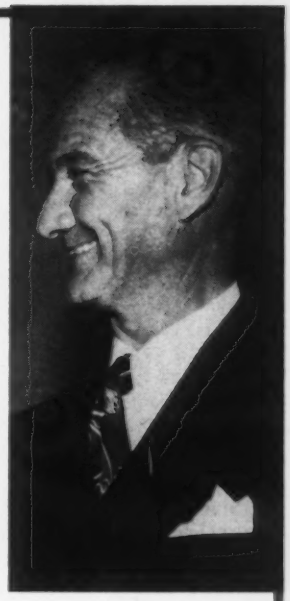
The total gross billing for all regular network advertisers in the 1956 half-year was $94,971,957. The computed B•T net was $75,753,647 for that period.

In addition, CBS-TV also submitted information concerning advertisers under its Extended Market Plan service for the same 1956 period. That information is not detailed in the tables. A B•T computation of the EMP advertisers totaled a gross $473,972 and a net $333,225. Accordingly, the overall network gross was $95,445,929; the net was $76,086,872.

Clients	*Days per week*	*Program*	*No. of Programs Carried*	*Average Weekly Gross*	*Average Weekly Dis. Percent*	*Total 6-Month Net $*
FORD DIV. OF FORD MOTOR CO.	1	*Ford Star Jubilee*	6	$ 138,500.00	15	706,350
HAWAIIAN PINEAPPLE	1	*House Party*	26	13,300.00	15	293,930
S. C. JOHNSON & SONS	1	*Red Skelton*	12	43,600.00	5	497,040
KELLOGG CO.	1	*Godfrey & Friends*	13	50,910.00	25	496,373
KELLOGG CO.	1	*Garry Moore*	22	10,100.00	25	166,650
KELLOGG CO.	1	*Lassie*	13	43,800.00	25	352,050
KELLOGG CO.	2	*Godfrey Time*	52	21,000.00	25	409,500
KELLOGG CO.	2	*House Party*	52	22,400.00	25	436,800
KELLOGG CO.	1	*Wild Bill Hickok*	26	23,500.00	25	458,250
P. LORILLARD CO.	1	*Two for the Money*	21	51,700.00	19	879,417
P. LORILLARD CO.	1	*Appointment with Adventure* *$64,000 Challenge*	13	48,500.00	24	479,180
MERCURY	1	*Ed Sullivan Show*	26	94,000.00	25.5	1,833,000
MILES LABORATORIES	1	*Garry Moore*	25	11,100.00	10	249,750
MILES LABORATORIES	1	*Bob Crosby*	25	10,700.00	10	240,750
PET MILK	1	*Red Skelton*	13	46,900.00	5	579,215
PILLSBURY MILLS	1	*Godfrey & Friends*	13	50,200.00	15	554,625
PILLSBURY MILLS	3 plus	*Godfrey Time*	96	47,000.00	25	916,500
PILLSBURY MILLS	3 plus	*House Party*	96	47,700.00	25	930,150
PRUDENTIAL INSURANCE CO.	1	*You Are There*	26	49,000.00	22	933,720
PRUDENTIAL INSURANCE CO.	1	*Garry Moore*	7	16,000.00	15	95,200

SHOULD AGENCY BE PRODUCER, TOO?

Today's high tv costs demand it, says BBDO's Duffy



THE VETERAN agency president, Ben Duffy of BBDO, was the "substitute" speaker at last Wednesday's Radio & Television Executives Society luncheon in New York (Sen. John W. Bricker of Ohio cancelled his scheduled speech). No advance word was given as to the subject of Mr. Duffy's talk, which turned out to be a thought-provoking view of how a leading agency looks at television today. His text, condensed, follows:

OUR everyday lives have proved that we like to watch tv from time to time. But those times seem to be fewer and farther between nowadays . . . because we want to see a *good* show. We want good entertainment. Our tastes have grown more sophisticated, more critical, more selective.

On the other hand, working in the medium as we do, we know all the problems involved in coming up with increasingly better entertainment to sell products. We also know that the television advertiser doesn't have an unlimited budget.

The problem is to find a way to satisfy both sides of our double personality. Namely, to give the best entertainment in the world, with the most economical method of presentation.

Costs can *not* keep rising forever, mainly because that kind of money is getting scarcer and scarcer. Fewer and fewer sponsors can afford a network show every week. Co-sponsorship is an accepted way out. So is multiple sponsorship, despite the fact that some product identity is naturally lost in the latter system. But if the traffic can't bear a much higher tariff, it's also a cold hard fact that prices aren't likely to get much lower.

The result is that higher costs have virtually necessitated the agency's re-entry into the field of television production.

In the early days of television, program production was a function of the agency.

Over the course of several years, that control of agency production was given over to networks and to independent packagers. The agency viewed shows; commented on shows; bought shows on a supermarket basis. Only rarely did the agency get into the actual production of these shows before the pilot film stage had been reached.

But times have changed and now the agency *must* become a co-producer. It doesn't seem practical that the agency can ever again become *sole* producers of network television shows, although we do this on occasions, like 10 years ago. For one thing, the field of television production today, with reruns, color, and all the other little headaches, has become more complex. An agency is not in the business to make money as producers or owners of television packages.

LEAVE THE GOVERNMENT OUT OF IT

DEPARTING from text, Mr. Duffy asserted, "The worst thing in the world [for the industry] would be the government legislating hours of programming." Although he did not specify further, it was understood that Mr. Duffy was referring to congressional and other government probes of alleged network "monopoly" in tv programming and such proposals as one made before congressional investigating committees that hours of network option time be reduced, by legislation if necessary.

Mr. Duffy's position is that if the radio-tv industry, which operates in a free society, is to keep the "air" free, it must regulate itself and not be constantly "running down to Washington [and to the FCC] with our little problems." In another deviation from his text, Mr. Duffy said that if networks can produce programs "better" than agencies, program package producers and "anybody else," then they should produce all programs. His intimation was, however, that this was not the case.

But the co-producing role is a perfectly logical one for us. It is a middle-of-the-road approach to the problem of program control that neatly bridges the two extremes of past years. It is a role that an agency can play well for all concerned.

First of all, what will be the effect on the package producer? I feel it can only help his cause along. The expense of television today has already eaten into the ranks of marginal producers, since they have a much harder time raising the necessary capital to go into production. It has also served to eliminate some of the inferior products of marginal producers from the market, since such material is now too expensive to toy around with. But for the competent, talented producer, the agency's new system of operation can help secure his success. It stands to reason that if an agency is *part* of a show, it must be solidly *behind* that show. This reduces the risk of a cancellation after a 13-week period, since this "trial" run is largely absorbed in pre-telecast conference between agency and producer. Close agency cooperation with the producer also allows him to get the bugs out of his show before the advertiser sees it and increases the likelihood he will be consulted on future properties.

Secondly, what will be the effect on the sponsor? The agency's co-producer status assures the client that his wishes will be transmitted as quickly and as effectively as possible into the final product. It eliminates for the client most of the risk of buying into a product that never stands up to the pilot film. It adds for the client an extra creative dimension to the production of a quality series. And it assures the fact that the agency will be as aware of what is going into the production of the series as the producer himself. In other words, it gives the advertiser his *real* dollar value for what he pays.

Thirdly, what will be the effect on the agency? Aside from the fact that it creates a heavy load for agency programming personnel, this new sort of operation guarantees the agency a much closer liaison between the other two interested parties—clients and producers. The solving of minor day-to-day problems will probably eliminate the big ones that used to crop up "out of the blue," so to speak.

Television might be compared to a boy growing up. It's out of its infancy now, and well into the teens. It's becoming wiser, smarter, more sophisticated. And it's also costing a lot more money to rear. It has problems that are bigger and more complex now than they were when it was a small boy. More than ever, it needs a mother *and* a father working on a *full-time* basis to make it a mature, well-rounded, fully integrated and responsible individual worthy of representing any corporation in the country on the highest level.

We in the agency business have an all-important product to sell—service—whether it be productive or creative. We would be failing in our duty and obligation to our clients if we did not step in now in an effort to stymie the spiraling costs of television through our own efforts as producers. We do it in every other phase of our clients' advertising.

For example, we have been producers, co-producers, and even package creators in radio, and I think now is the time for us to step into television in order to protect our clients.

The so-called day of expensive programming meaning good programming is a day of the past. Good creative programming at controlled cost should be our goal.

CBS-TV

Clients	Days per week	Program	No. of Programs Carried	Average Weekly Gross	Average Weekly Dis. Percent	Total 6-Month Net $
REVLON INC.	1	*$64,000 Question*	26	56,800.00	25	1,107,600
REVLON INC.	1	*Appointment with Adventure*	13	48,700.00	20	506,480
		$64,000 Challenge				
SCHLITZ BREWING CO.	1	*Playhouse of Stars*	26	49,900.00	22.5	1,005,485
SINGER SEWING MACHINE CO.	1	*Four Star Playhouse*	12	48,300.00	5	550,620
SYLVANIA ELECTRIC CORP.	1	*Beat the Clock*	24	42,700.00	11	912,072
BULOVA WATCH CO.	1	*Two for the Money*	5	54,900.00	5	260,775
CAMPBELL SOUP CO.	1	*Lassie*	13	43,400.00	20	451,360
CAMPBELL SOUP CO.	1	*Garry Moore*	4	11,700.00	23	36,036
CAMPBELL SOUP CO.	1	*House Party*	4	13,000.00	23	40,040
STANDARD BRANDS INC.	1	*Godfrey Time*	4	13,900.00	22	43,368
STANDARD BRANDS INC.	1	*Valiant Lady*	4	12,700.00	22	39,624
PROCTOR & GAMBLE	5	*Search for Tomorrow*	26	56,000.00	25	218,400
PROCTOR & GAMBLE	5	*Guiding Light*	26	54,500.00	25	212,550
PROCTOR & GAMBLE	5	*Brighter Day*	26	54,000.00	25	210,600
PROCTOR & GAMBLE	5	*Love Story 4/2 As the World Turns*	26	103,500.00	25	403,650
PROCTOR & GAMBLE	5	*On Your Account 4/2 Edge of Night*	26	104,000.00	25	405,600
PROCTOR & GAMBLE	1	*I Love Lucy*	13	57,900.00	25	564,525
PROCTOR & GAMBLE	1	*Its Always Jan*	20	52,200.00	25	783,000
PROCTOR & GAMBLE	1	*Bob Crosby*	26	9,400.00	25	183,300
PROCTOR & GAMBLE	1	*Bob Crosby*	4	9,900.00	25	29,700
PROCTOR & GAMBLE	1	*Undercurrent-Line Up*	7	52,900.00	25	277,725
WESTINGHOUSE ELEC.	1	*Studio One*	25	80,700.00	25	1,513,125
YARDLEY	1	*Garry Moore*	26	13,100.00	15	289,510
CONVERTED RICE	1	*Garry Moore*	13	14,000.00	5	172,900
LIGGETT & MYERS	1	*Gunsmoke*	13	50,200.00	24	495,976
LIGGETT & MYERS	1	*Gunsmoke*	7	52,000.00	24	276,640
LIGGETT & MYERS	1	*Do You Trust Your Wife*	2	48,100.00	20	76,960
BEST FOODS	1	*Garry Moore*	5	15,840.00	5	75,240
LEHN & FINK	1	*Sun Lucy Show*	14	33,600.00	20	376,320
LEVER BROS.	1	*Talent Scouts (Lipton)*	13	45,000.00	20	468,000
LEVER BROS.	2	*Godfrey Morn. Show*	26	19,000.00	15	209,950
LEVER BROS.	3	*Art Linkletter*	26	34,800.00	25	226,200
LEVER BROS.	1	*Garry Moore*	26	20,800.00	25	405,600
ANHEUSER-BUSCH INC.	1	*Damon Runyon Theatre*	24	29,800.00	21	565,008
BROWN & WILLIAMSON INC.	1	*Baseball Preview*	6	10,100.00	15	51,510
COLGATE-PALMOLIVE	1	*Baseball Preview*	7	10,300.00	25	54,075
BROWN & WILLIAMSON INC.	1	*The Lineup-Undercurrent*	13	56,100.00	20	583,440
CURTISS CANDY	1	*Tales of the Texas Rangers*	13	20,700.00	5	255,645
EASY WASHING MACH. CORP.	1	*Godfrey Time*	37	13,600.00	21	279,344
EASY WASHING MACH. CORP.	2					
GENERAL MILLS INC.	2	*Valiant Lady*	52	23,250.00	25	453,375
GENERAL MILLS INC.	2	*Bob Crosby Show*	52	21,700.00	25	423,150
GENERAL MILLS INC.	1	*Garry Moore*	26	10,200.00	25	198,900
GENERAL MILLS INC.	1	*Tales of the Texas Rangers*	13	17,200.00	25	167,700
GENERAL MILLS INC.	Alt. 1 Wkly.	*Lone Ranger*	24	16,700.00	25	300,600
GERBER PRODUCTS	1	*Bob Crosby Show*	26	15,200.00	17.5	326,040
MAYTAG CO.	1	*Navy Log*	14	47,750.00	5	635,075
MENNEN CO.	1	*Damon Runyon Theatre*	1	27,400.00	5	260,300
NATIONAL DAIRY	1	*Big Top*	26	33,400.00	23	668,668
PHARMACEUTICALS INC.	1	*Sunday News Special*	25	10,100.00	25	189,375
PHARMACEUTICALS INC.	1	*Meet Millie*	5	41,600.00	19	168,480
PHARMACEUTICALS INC.	1	*Guy Lombardo Diamond Jubilee*	16	47,100.00	25	565,200
		Joe & Mabel				
QUAKER OATS	1	*Sgt. Preston of the Yukon*	26	41,500.00	20	863,200
W. B. SHAEFFER PEN CO.	1	*Navy Log*	12	47,300.00	5	539,220
U. S. STEEL CORP.	1	*U. S. Steel Hour*	13	79,800.00	5	985,530
BROWN & WILLIAMSON	1	*Robert Q. Lewis*	8	12,300.00	10	88,560
CARTER PRODUCTS	1	*Meet Millie*	5	43,200.00	5	205,200
MINN. MINING & MFG. CO.	1	*Godfrey Time*	7	12,400.00	2.5	84,630
W. A. SHEAFFER PEN CO.	1	*Robert Q. Lewis*	2	10,000.00	2.5	19,500
WANDER CO.	1	*Captain Midnight*	14	17,500.00	7.5	226,625
MENNEN CO.	1	*Damon Runyon Theatre*	1	8,500.00 (2)		8,500
AMERICAN OIL CO.	1	*Person to Person*	13	18,922.50	5	233,699
BRISTOL-MYERS	1	*Alfred Hitchcock*	26	47,763.75	25	931,398
BRISTOL-MYERS	1	*Garry Moore*	26	10,643.55	25	207,558
BRISTOL-MYERS	1	*Four Star Playhouse*	13	47,074.50	25	458,981
BRISTOL-MYERS	2	*Arthur Godfrey Time*	26 Contig.	22,700.00	25	442,650
			26 Non-Contig.			
BRISTOL-MYERS	1	*Arthur Godfrey Time*	26	13,349.37	25	260,306
BRISTOL-MYERS	1	*Arthur Godfrey Time*	4	10,991.68	25	32,976

(2) Because of failure to sell alternate week, sponsor permitted to pick up for station payment only.

A HALF DOLLAR will go a long way these days on WHO Radio!

Take 9 a.m. to 12 noon as an example . . .

FAR be it from us to suggest that radio is the *only* worthwhile advertising medium — but we do say it can get more mileage out of a dollar than most people realize. *Especially on WHO Radio!*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 9 a.m. and 12 noon delivers a minimum of 47,086 actual *listening* homes, in Iowa alone!

That's at least 496 homes for half a dollar, or 1000 homes for $1.01—*ALL LISTENING TO WHO!*

That's the half-dollar *minimum*. With its 50,000-watt, Clear-Channel voice, WHO also gets thousands of unmeasured listeners, both in and outside Iowa. Iowa alone has 527,000 extra *home* sets and 573,000 *car* radios — and "Iowa Plus" coverage represents a *third* big bonus!

Let Peters, Griffin, Woodward give you full details — including availabilities.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

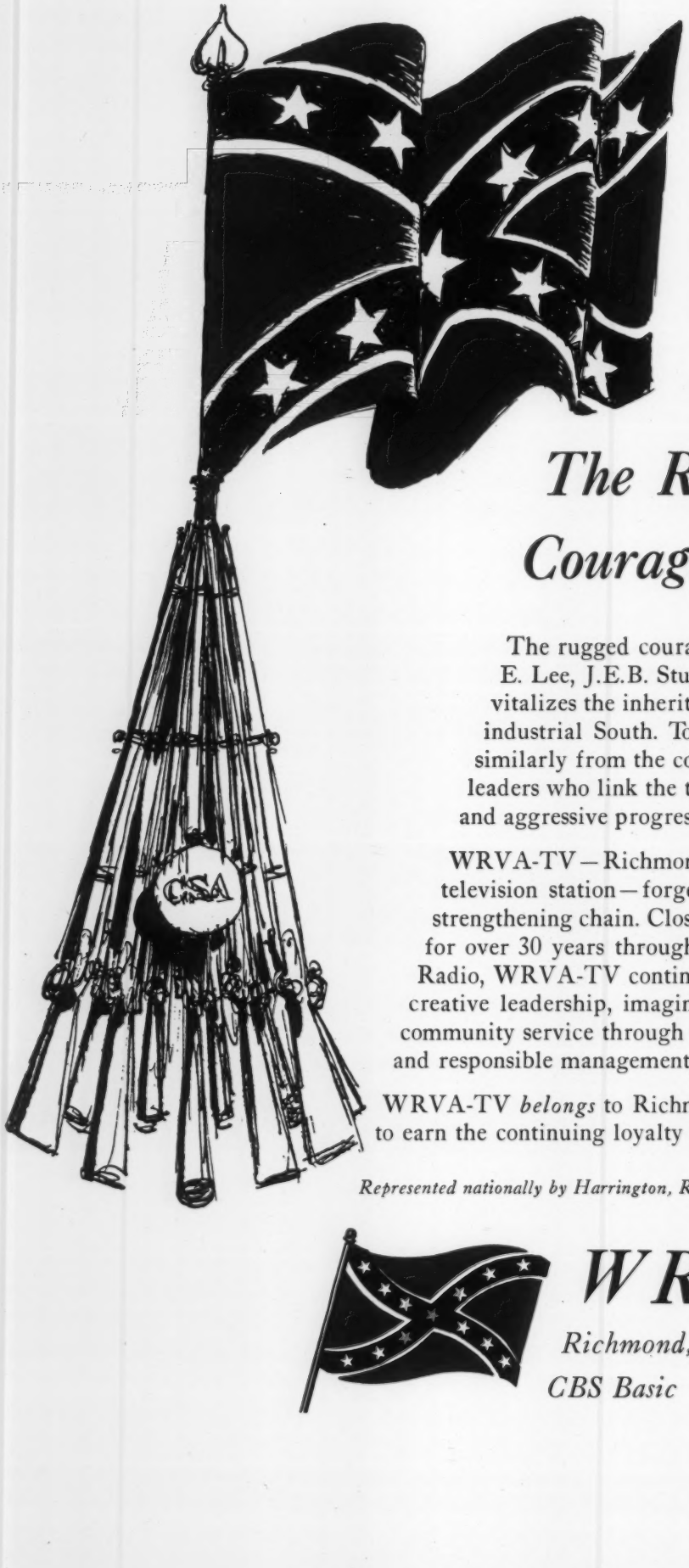
WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives



The Rugged Courage..

The rugged courage of such heroes as Robert E. Lee, J.E.B. Stuart, "Stonewall" Jackson vitalizes the inheritance behind our expanding, industrial South. Today's economic growth stems similarly from the courage and vision of modern leaders who link the traditions of the old South and aggressive progress of the new.

WRVA-TV—Richmond's own (and newest) television station—forges another bond in this strengthening chain. Closely tied to Richmond tradition for over 30 years through long-respected WRVA Radio, WRVA-TV continues the finest standards of creative leadership, imaginative programming, community service through experienced, competent and responsible management.

WRVA-TV *belongs* to Richmond. Its highest aim will be to earn the continuing loyalty of Richmond viewers.

Represented nationally by Harrington, Righter and Parsons, Inc.

WRVA-TV

Richmond, Va.

CBS Basic *Channel* 12

CBS-TV

Clients	Days per week	Program	No. of Programs Carried	Average Weekly Gross	Average Weekly Dis. Percent	Total 6-Month Net $
BRISTOL-MYERS	1	*Arthur Godfrey Time*	16	13,750.00	25	**165,000**
BRISTOL-MYERS	1	*A. Godfrey & His Friends*	2	57,948.00	25	**86,922**
GENERAL MOTORS (BUICK MOTORS)	1	*Jackie Gleason in the Honeymooners*	26	55,421.25	25	**1,080,710**
GENERAL MOTORS (CHEVROLET DIV.)	1	*Garry Moore*	26	16,080.00	25	**313,560**
GENERAL MOTORS (FRIGIDAIRE DIV.)	1	*Do You Trust Your Wife*	2 Alt, 22 Wkly.	43,934.25	22.5	**817,172**
CHRYSLER CORP.	1	*Climax-Shower of Stars*	26	89,387.81	25	**1,743,066**
HAMM BREWING	1	*Person to Person*	26 Wkly. 13 Alt.	13,234.50	5	**326,905**
HAZEL BISHOP	1	*Bob Crosby*	6	14,760.00	21	**69,962**
HAZEL BISHOP	1	*Bob Crosby*	12	13,093.12	20	**125,693**
HAZEL BISHOP	1	*Garry Moore*	8	14,835.00	20	**94,944**
HAZEL BISHOP	1	*Garry Moore*	9	10,895.62	20	**78,451**
HAZEL BISHOP	1	*Arthur Murray Party*	6	48,343.75	13	**252,356**
JOHNSON & JOHNSON	1	*Robin Hood*	13	48,451.50	5	**598,382**
WILDROOT	1	*Robin Hood*	13	48,570.00	5	**599,840**
JULES MONTENIER	1	*What's My Line*	13	42,465.00	5	**524,443**
REMINGTON RAND	1	*What's My Line*	13	45,712.50	5	**564,556**
R. J. REYNOLDS	1	*Bob Cummings*	4 Alt. 17 Wkly.	47,940.00	25	**755,055**
R. J. REYNOLDS	1	*Crusader*	13	50,644.50	25	**493,789**
R. J. REYNOLDS	1	*Phil Silvers*	12	53,505.00	25	**481,545**
R. J. REYNOLDS	1	*I've Got a Secret*	26	56,224.50	25	**1,096,388**
WESSON OIL	1	*Valiant Lady*	5 Contig. 21 Non-Contig.	14,280.94	21	**293,332**
WESSON OIL	1	*Bob Crosby*	5	12,048.12	17	**49,999**
AMERICAN HOME PROD.	5	*Love of Life*	130	64,000.00	25	**1,248,000**
AMERICAN HOME PROD.	5	*Secret Storm*	130	63,000.00	25	**1,228,500**
AMERICAN HOME PROD.	1	*Arthur Godfrey Time*	26	9,100.00	25	**177,450**
AMERICAN HOME PROD.	3	*Doug. Edwards & The News*	78	82,500.00	25	**1,608,750**
AMERICAN HOME PROD.	1	*Name That Tune*	19	40,500.00	25	**577,125**
AMERICAN TOBACCO CO.	1	*Jack Benny*	26	56,000.00	25	**1,092,000**
AMERICAN TOBACCO CO.	1	*Private Secretary* *Doug. Edwards & The News*	30	24,200.00	25	**471,900**
CARNATION CO.	1	*Bob Crosby*	13	16,600.00	15	**183,430**
CARNATION CO.	1	*Burns & Allen*	13	54,200.00	19	**570,726**
COLGATE PALMOLIVE	3	*Strike It Rich*	130	64,500.00 (1)	25	**1,257,750**
COLGATE PALMOLIVE	3	*Big Payoff*	78	63,300.00	25	**1,234,350**
COLGATE PALMOLIVE	1	*The Millionaire*	26	54,300.00	25	**1,058,850**
COLGATE PALMOLIVE	1	*Crusader*	13	51,000.00	25	**497,250**
COLGATE PALMOLIVE	1	*Bob Cummings*	5	52,000.00	25	**195,000**
COLGATE PALMOLIVE	1	*My Friend Flicka*	21	41,700.00	25	**656,775**
B. F. GOODRICH	1	*Burns & Allen*	13	50,500.00	5	**623,675**
TONI CO.	1	*Valiant Lady*	26	9,800.00	25	**191,100**
TONI CO.	1	*Bob Crosby*	26	9,600.00	25	**187,200**
TONI CO.	1	*Garry Moore*	26	9,800.00	25	**191,100**
TONI CO.	1	*Talent Scouts*	13	51,400.00	25	**501,150**
TONI CO.	1	*A. Godfrey & His Friends*	13	53,800.00	25	**524,550**
TONI CO.	1	*Arthur Murray Party*	5	47,500.00	20	**190,000**
TONI CO.	1	*Person to Person*	4	41,400.00	15	**140,760**
AMERICAN HOME PROD.	1	*Wanted-Quiz Kids*	12	28,300.00	25	**254,700**
NORWICH PHARMACAL	1	*Sunday News Special*	1	9,500.00	12.5	**8,313**
GILLETTE SAFETY RAZOR		*Kentucky Derby*	1	44,600.00	15	**37,910**
GILLETTE SAFETY RAZOR		*Belmont Stakes*	1	41,400.00	15	**35,190**
BELL TELEPHONE SYSTEM	1	*Telephone Time*	12	50,253.75	25	**452,286**
AMANA	1	*Phil Silvers*	13	51,975.00	5	**641,891**
CBS HYTRON	1	*Garry Moore*	13	15,239.00	13	**172,353**
GENERAL ELECTRIC	1	*G. E. Theatre*	26	53,130.00	24.5	**1,042,942**
GENERAL ELECTRIC	1	*20th Century Fox*	13	80,410.00	20	**836,264**
GENERAL FOODS	1	*Mama*	26	38,921.00	25	**759,960**
GENERAL FOODS	1	*Our Miss Brooks*	26	37,052.00	25	**647,514**
GENERAL FOODS	1	*December Bride*	26	52,102.00	25	**1,015,989**
GENERAL FOODS	1	*I Love Lucy*	13	47,916.25	25	**467,181**
GENERAL FOODS	1	*Doug. Edwards & The News*	2	28,840.00	25	**43,260**
GENERAL FOODS	1	*Mighty Mouse*	7	18,656.25	25	**97,944**
GENERAL FOODS	1	*Johnny Carson*	12	42,367.50	25	**381,312**
GENERAL FOODS	1	*Circus*	1	93,883.12	25	**70,412**
LANOLIN PLUS	1	*Name That Tune*	7	43,807.00	5	**291,317**
NESTLE CO.	1	*Lone Ranger*	2	19,294.00	19	**31,256**
NESTLE CO.	1	*Stage Show*	26	46,188.00	22	**936,693**
A. E. STALEY	1	*Garry Moore*	14	13,950.00	5	**185,535**
WRIGLEY	1	*Gene Autry*	26	14,925.00	10	**349,245**

(1) Time is furnished without charge to sponsor on two out of five days a week in return for which sponsor (A) makes this program available on the two days at a nominal cost and (B) sponsor makes another program available twice a week at nominal cost.

CBS-TV

Clients	Days per week	Program	No. of Programs Carried	Average Weekly Gross	Average Weekly Dis. Percent	Total 6-Month Net $
S. O. S.	1	*Garry Moore*	13	14,382.50	15	158,932
S. O. S.	1	*Bob Crosby*	13	14,747.50	15	162,965
SCOTT PAPER	1	*Valiant Lady*	26	11,050.00	22	224,094
SCOTT PAPER	1	*Bob Crosby*	26	9,915.00	22	201,076
SCOTT PAPER	1	*Bob Crosby*	22	12,945.00	22	222,136
SCOTT PAPER	1	*Omnibus*	13	23,202.44	10	271,463
LANOLIN PLUS	1	*Robert Q. Lewis*	10	14,120.00	7.5	130,610
CORN PRODS.	1	*Godfrey Time*	20	12,630.00	8	232,392
CHUN KING	1	*Garry Moore*	13	14,027.50	5	173,246
CBS COLUMBIA	1	*Godfrey & Friends*	11	53,595.00	14	507,009
ALUMINUM	1	*Omnibus*	13	23,202.44	10	271,463
SWIFT & CO.	1	*House Party*	4	17,055.00	10	61,398
REGAL PALE BREWING	1	*Harry Owens*	26	5,310.00	20	110,448
		Network Participating Programs				
PROCTOR & GAMBLE	5	*Captain Kangaroo*	6	12,192.48	25	18,288
BROWN SHOE	2	*Captain Kangaroo*	27	2,167.00	10	26,330
KOOL AID	1	*Captain Kangaroo*	3	4,154.75	25	9,349
AMERICAN HOME	1	*Captain Kangaroo*	8	3,889.18	25	23,334
HAMILTON BEACH	1	*Good Morning*	6	2,909.40	5	16,581
LYON VAN & STORAGE	3	*Panorama Pacific*	60	1,350.00	5	25,650
STAR IMPORT	2	*Panorama Pacific*	2	1,140.00	4.94	1,084
KENTILE INC.	2	*Panorama Pacific*	7	990.00	2.5	3,378
READERS DIGEST	3	*Panorama Pacific*	3	1,350.00	2.5	1,316
PROCTOR & GAMBLE	5	*Panorama Pacific*	25	2,250.00	5	10,688
PHILIP MORRIS	3	*Panorama Pacific*	78	1,185.00	7.38	28,536
NATIONAL BISCUIT CO.	3	*Panorama Pacific*	18	1,485.00	2.5	8,687
HILLS BROS.	3	*Panorama Pacific*	63	1,485.00	7.38	28,884
STERLING DRUG	2	*Panorama Pacific*	44	790.00	2.5	16,946
GENERAL MILLS	2	*Panorama Pacific*	30	900.00	2.5	13,163
GENERAL FOODS	5	*Panorama Pacific*	15	1,975.00	9.75	5,347
LAMBERT PHARMACAL	2	*Panorama Pacific*	55	790.00	2.5	20,027
CBS-TV CLIENTS RECEIVING NO DISCOUNT—JANUARY-JUNE 1956						
MASLAND	1	*Garry Moore*	9	13,000.00		117,000
SERTA ASSOC.	1	*Garry Moore*	13	15,300.00		198,900
PHARMA-CRAFT	1	*Beat the Clock*	2	44,900.00		89,800
STEEL COMPANIES	1	*Add. by Admiral Ben Moreell*	1	20,900.00		20,900
RALSTON PURINA	1	*Robert Q. Lewis*	8	12,600.00		100,800
RALSTON PURINA	1	*Garry Moore*	4	13,300.00		53,200
AMERICAN SAFETY RAZOR	1	*Game of the Week*	13	28,800.00		374,400
FALSTAFF BREWING CO.	1	*Game of the Week*	13	9,400.00		122,200
ELGIN NATIONAL WATCH CO.	1	*Person to Person*	10	41,600.00		416,000
GENERAL MOTORS	1	*Orange Bowl Game*	1	300,000.00*		300,000
BAUER & BLACK	1	*Captain Kangaroo (1)*	10	1,900.00		19,000
NESTLE CO.	2	*Captain Kangaroo (1)*	8	5,800.00		23,200
SKILL BUILT TOOL CO.	1	*Good Morning (1)*	1	1,400.00		1,400
STERN'S NURSERIES	1	*Good Morning (1)*	16	2,300.00		36,800
AMERICAN MEAT INST.	1	*Panorama Pacific (1)*	13	500.00		6,500
CONVERTED RICE	3	*Panorama Pacific (1)*	39	1,100.00		14,300
STERN'S NURSERIES	1	*Panorama Pacific (1)*	1	300.00		300
VAN FRANK SALES	1	*Panorama Pacific (1)*	9	500.00		4,500
DOW CHEMICAL CO.	1	*Panorama Pacific (1)*	12	500.00		6,000
POLAROID CAMERAS	1	*Panorama Pacific (1)*	5	500.00		2,500
CALGON INC.	1	*Panorama Pacific (1)*	6	500.00		3,000
EVINRUDE MOTORS	1	*Panorama Pacific (1)*	7	500.00		3,500
BROOKLYN PRODS.	2	*Panorama Pacific (1)*	8	900.00		3,600
E. L. BRUCE	2	*Panorama Pacific (1)*	28	900.00		12,600
BELTONE HEARING AID	1	*Panorama Pacific (1)*	7	500.00		3,500
CARTER PRODS.	2	*Panorama Pacific (1)*	3	1,000.00		1,500
TIDEWATER ASSOC.	2	*Panorama Pacific (1)*	12	1,000.00		6,000
UNION OIL OF CALIF.	1	*Sports*	4	4,500.00		18,000
BAUER & BLACK	1	*Godfrey Time*	4	13,800.00		55,200
SEVEN-UP	1	*Bob Crosby*	4	16,300.00		65,200
AMANA	1	*Basketball*	10	4,200.00		42,000
SHULTON	1	*See It Now*	2	78,700.00		157,400
SHULTON	1	*Victor Borge*	1	68,200.00		68,200
J. P. STEVENS	1	*Omnibus*	13	23,900.00		310,700

(1) Shared sponsorship program for which separate discount schedule is applicable, but discount not carried above instances.

* Contract price for special programming: includes both time and program.

NBC-TV ADVERTISERS: THEIR GROSSES, DISCOUNTS, NET BILLINGS

THE TABLES which follow show NBC-TV's list of advertisers for the first six months of 1956 to which discounts were granted. NBC-TV broke down the information by each program sponsored by a particular advertiser, the total gross charged for the show, and the discount percentage allowed by the network.

The total net time figures listed in the last column are B•T computations arrived at by deducting the appropriate discount. The total gross billing for all advertisers in the January-June period was $87,062,734. The net, as computed by B•T, was $75,074,286 for the same six-month period.

Client and Program	*Gross Time $*	*Amount of Discount %*	**Net Time 6 Mos.*
ALUMINUM CO. OF AMERICA			
Alcoa Hour	1,080,823	8	**994,357**
Today—Home—Tonight	87,903	0	**87,903**
AMERICAN CHICLE CO.			
Caesar's Hour	566,502	7	**526,847**
Zoo Parade	254,617	0	**254,617**
AMERICAN HOME PRODUCTS			
Midwestern Hayride	224,046	7	**208,363**
Today—Home—Tonight	207,952	20	**166,362**
AMERICAN MEAT			
Today—Home—Tonight	239,341	10	**215,407**
AMERICAN RADIATOR & STANDARD SANITARY CORP.			
Today—Home—Tonight	282,018	20	**225,614**
Color Spread	77,591	0	**77,591**
YOUNGSTOWN KITCHEN			
Today—Home—Tonight	45,842	20	**36,674**
Queen For A Day	189,805	5	**180,315**
AMERICAN TOBACCO CO.			
Adventure Theatre	57,143	16	**48,227**
Big Story	620,867	18	**509,111**
Hit Parade	594,575	18	**487,552**
Justice	460,590	10	**414,531**
AMERICAN VISCOSE			
Today—Home—Tonight	118,160	10	**106,344**
ARMSTRONG CORK CO.			
Circle Theatre	980,498	8	**902,058**
HAZEL BISHOP			
This Is Show Business	117,699	0	**117,699**
This Is Your Life	307,348	6	**288,907**
BISSELL CARPET SWEEPER CO.			
Today—Home—Tonight	134,758	10	**121,282**
BLOCK DRUG CO.			
Matinee Theatre	174,690	0	**174,690**
Today—Home—Tonight	192,918	17½	**159,157**
BORDEN CO.			
A Date With Life	929,955	20	**743,964**
People's Choice	1,088,927	14	**936,477**
BROWN & WILLIAMSON			
Comedy Hour	550,378	7½	**509,100**
It Could Be You	26,442	15	**22,476**
Steve Allen Show	30,656	7½	**28,357**
Tennessee Ernie	344,650	15	**292,953**
CALIFORNIA PACKING CO.			
Today—Home—Tonight	233,244	17½	**192,426**
CAMPANA SALES CO.			
Queen For A Day	56,960	5	**54,112**
CAMPBELL SOUP CO.			
Star Stage	618,098	6	**581,012**
CHESEBROUGH-PONDS			
Star Stage	623,964	6	**586,526**
Today—Home—Tonight	42,937	0	**42,937**
CHICKEN OF THE SEA			
Queen For A Day	84,900	5	**80,655**
CHRYSLER CORP.:			
CHRYSLER DIV.			
It's A Great Life	1,082,000	15	**919,700**
DODGE DIV.			
Cotton Bowl Game	85,250	0	**85,250**
DESOTO DIV.			
Best of Groucho	58,637	17	**48,669**
You Bet Your Life	1,418,782	25	**1,064,087**
PLYMOUTH DIV.			
Plymouth News	1,585,716	14	**1,363,716**
CLUETT PEABODY			
Today—Home—Tonight	154,918	17½	**127,807**
COCA COLA CO.			
Coke Time	1,455,630	7	**1,353,736**
COLGATE PALMOLIVE CO.			
Feather Your Nest	843,021	15	**716,568**
Howdy Doody	288,455	32	**196,149**
Modern Romances	870,651	15	**740,053**
CONTINENTAL BAKING CO.			
Howdy Doody	340,108	32	**231,273**
CORN PRODUCTS			
Queen For A Day	267,970	15	**227,775**
CROWELL-COLLIER			
Today—Home—Tonight	55,539	12	**48,874**
HELENE CURTIS			
Caesar's Hour	554,277	0	**554,277**
Queen For A Day	268,120	5	**254,714**
Today—Home—Tonight	255,429	20	**204,343**
DOW CHEMICAL CO.			
Matinee	93,543	0	**93,543**
Queen For A Day	84,540	5	**80,313**
Today—Home—Tonight	53,556	0	**53,556**
EASTMAN KODAK			
Nat. Open Golf Tournament	77,275	0	**77,275**
Screen Directors Playhouse	1,124,324	6	**1,056,865**
FORD MOTOR CO.			
Ford Theatre	1,434,667	16	**1,205,120**
Producers Showcase	445,445	0	**445,445**
GENERAL CIGAR CO.			
Championship Bowling	175,263	6	**164,747**
NBA Pro. Basketball	133,441	0	**133,441**
GENERAL FOODS CORP.			
Fury	639,170	20	**511,336**
Today—Home—Tonight	12,998	17½	**10,723**
Roy Rogers	1,239,198	20	**991,358**
Topper	122,413	23	**94,258**
GENERAL MOTORS CORP.:			
Promise For America	105,098	14	**90,384**
A. C. SPARK PLUG DIV.			
Big Town	461,355	14	**39,677**
Wide Wide World	234,183	15	**199,056**
CHEVROLET MOTOR DIV.			
The Chevy Show	707,673	14	**608,599**
Dinah Shore	1,560,436	19	**1,263,953**
GUIDE LAMP			
Wide Wide World	233,896	15	**198,812**
OLDSMOBILE DIV.			
Academy Awards	128,247	15	**109,010**
Patti Page—Perry Como	7,080	15	**6,018**
Max Liebman Presents	789,321	2	**773,535**
PONTIAC MOTOR DIV.			
Pontiac Playwright Hour	1,089,855	15	**926,377**
Wide Wide World	545,755	15	**463,892**
UNITED MOTORS SERVICE			
Wide Wide World	473,494	15	**402,470**
GILLETTE SAFETY RAZOR CO.			
Cavalcade of Sports	2,158,674	46	**1,165,684**
Palm Beach Golf Champ.	118,049	35	**76,732**
Rose Bowl Game	202,941	35	**131,912**
PAPER MATE			
People Are Funny	474,397	22	**370,030**
TONI CO.			
Patti Page	28,286	0	**28,286**
Perry Como	340,427	0	**340,427**
People Are Funny	656,607	24	**499,021**
Truth or Consequences	194,028	24	**147,461**
GLIDDEN CO.			
Today—Home—Tonight	233,970	12½	**204,724**
GOODYEAR TIRE & RUBBER CO.			
Goodyear Tv Playhouse	1,124,106	9	**1,022,936**
His Way, His Word	101,696	13	**88,476**
GROVES LABORATORIES			
Today—Home—Tonight	315,908	20	**251,726**
GULF OIL CO.			
Life With Riley	1,051,158	16	**882,973**
H. J. HEINZ CO.			
Captain Gallant	806,413	16	**677,387**
INTERNATIONAL SHOE CO.			
Pinky Lee	79,384	20	**63,507**
ANDREW JERGENS CO.			
Comedy Hour	548,236	7½	**507,118**
Steve Allen Show	30,522	7½	**28,233**

*Net time figures are B•T computations

NBC

Client and Program	Gross Time $	Amount of Discount %	*Net Time 6 Mos.
S. C. JOHNSON & SONS			
Robert Montgomery Presents	1,069,729	8	**984,151**
OUTBOARD MARINE & MFG.:			
EVINRUDE DIV.			
Today—Home—Tonight	69,212	12½	**60,561**
LAWN BOY DIV.			
Today—Home—Tonight	110,086	12½	**96,325**
JOHNSON & JOHNSON			
Today—Home—Tonight	63,987	10	**57,588**
Matinee Theatre	83,408	0	**83,408**
KENDALL CO.			
BAUER & BLACK			
Howdy Doody	118,899	20	**95,119**
Today—Home—Tonight	52,047	7	**48,404**
KRAFT FOODS CO.			
Kraft Theatre	2,009,897	16	**1,688,313**
Color Spread	26,928	0	**26,928**
LEVER BROTHERS CO.			
Big Town	468,608	14	**403,003**
Gordon MacRae	460,733	12	**405,445**
Lux Theatre	2,252,851	22	**1,757,224**
LIGGETT & MYERS TOBACCO CO.			
Dragnet	1,495,502	19	**1,211,357**
Matinee	461,179	12	405,838
P. LORILLARD CO.			
Truth or Consequences	1,027,214	6	**965,581**
MANHATTAN SOAP CO.			
Ding Dong School	227,102	5	**215,747**
JOHNS MANSVILLE CORP.			
Meet The Press	327,872	6	**308,200**
THE MENNEN CO.			
Ding Dong School	355,789	5	**338,000**
NBA Pro Basketball	249,305	0	**249,305**
MILES LABORATORIES			
Ding Dong School	299,677	15	**254,725**
Queen For A Day	230,512	17	**191,325**
Tennessee Ernie	221,044	17	**183,467**
MILLER BREWING CO.			
Today—Home—Tonight	10,183	20	**8,146**
MINNESOTA MINING & MFG.			
Today—Home—Tonight	101,746	20	**81,397**
SCOTCH LITE			
Today—Home—Tonight	10,183	20	**8,146**
MINUTE MAID			
Tennessee Ernie	161,990	5	**153,891**
Tournament of Roses Parade	67,235	0	**67,235**
MOBILE HOMES			
Today—Home—Tonight	143,664	15	**122,114**
MUTUAL BENEFIT HEALTH ASSOC.			
Zoo Parade	296,331	6	**278,551**
OLIN MATHIESON CHEMICAL CORP.			
Today—Home—Tonight	56,007	13	**48,726**
PAN AMERICAN AIRWAYS			
Meet The Press	258,461	6	**242,953**
PHILCO CORP.			
Today—Home—Tonight	141,936	10	**127,742**
POLAROID CORP.			
Today—Home—Tonight	99,585	10	**89,627**
POLK MILLER			
Today—Home—Tonight	46,121	10	**41,509**
PROCTER & GAMBLE			
Champion Bowling	110,960	25	**83,220**
Fireside Theatre	1,400,894	25	**1,050,596**
Loretta Young Show	1,425,321	25	**1,068,991**
Matinee Theatre	1,065,020	37	**670,963**
Queen For A Day	753,946	25	**565,460**
Medic	424,482	25	**318,362**
Tennessee Ernie	1,296,233	40	**777,740**
This Is Your Life	1,042,663	25	**781,997**
PUREX CORP., LTD.			
Big Surprise	539,419	6	**507,054**
Down You Go	45,575	6	**42,841**
Festival of Stars	50,520	6	**47,489**
REDDI WIP			
Queen For A Day	121,695	5	**115,610**
REMINGTON RAND			
Caesar's Hour	535,207	7½	**495,066**
R. J. REYNOLDS TOBACCO CO.			
Camel News Caravan	2,385,967	10	**2,147,370**
Sports Highlights	14,204	12	**12,500**
REYNOLDS METAL CO.			
Frontier	881,414	13½	**762,423**
H. F. RITCHIE			
Today—Home—Tonight	41,701	20	**33,361**
SCOTT PAPER CO.			
Father Knows Best	1,155,963	16	**971,009**
SIMONIZ CO.			
Big Story	635,283	6	**597,166**
Today—Home—Tonight	4,106	0	**4,106**
SPEIDEL CORP.			
The Big Surprise	490,987	6	**461,528**
Down You Go	90,806	6	**85,358**
SPERRY HUTCHINSON CO.			
Today—Home—Tonight	464,020	20	**371,216**
STATE FARM INSURANCE CO.			
Red Barber Show	391,980	15	**333,183**
STANDARD BRANDS			
Howdy Doody	153,542	26	**113,621**
Tennessee Ernie	754,038	17	**625,852**
SWEETS CO.			
Pinky Lee	651,689	12	**573,486**
Paul Winchell	481,363	19	**389,904**
SWIFT & CO.			
Today—Home—Tonight	118,552	0	**118,552**
Tennessee Ernie	337,899	14	**290,593**
Uncle Johnny Coons	204,906	8	**188,514**
UPJOHN			
Today—Home—Tonight	159,660	10	**143,694**
WARNER-LAMBERT			
Adventure Theatre	114,825	6	**107,936**
Your Hit Parade	651,536	6	**612,444**
WASHINGTON STATE APPLE COMM.			
Today—Home—Tonight	57,036	10	**51,332**
J. A. WRIGHT			
Today—Home—Tonight	102,627	10	**92,364**

* Net time figures are B•T computations

NBC-TV CLIENTS RECEIVING NO DISCOUNTS—JAN.-JUNE 1956

Client and Program	Gross Time $
ALADDIN INDUSTRIES	
Today—Home—Tonight	15,030
ALLEN INDUSTRIES	
Today—Home—Tonight	22,632
AMERICAN MOTORS	
Today—Home—Tonight	4,501
AMERICAN SAFETY RAZOR CO.	
Today—Home—Tonight	74,815
AMERICAN THERMOS	
Today—Home—Tonight	29,127
ARMOUR & CO.	
George Gobel Show	571,772
ASCO ELECTRONICS CO.	
Today—Home—Tonight	19,778
ASSOCIATED PRODUCTS	
Dear Phoebe	58,680
Tony Martin Show	78,148
AVCO MFG. CO.	
BENDIX HOME APPLIANCES	
Comedy Hour	550,481
Steve Allen Show	30,742
CROSLEY	
Midwestern Hayride	211,643
B. T. BABBITT CO.	
Matinee	47,447
BARCOLO MFG. CO.	
Today—Home—Tonight	62,080
BAYUK CIGARS	
Meet the Champions	73,697
BEECH-NUT PACKING CO.	
Dr. Spock	283,755
BELTONE HEARING AID	
Today—Home—Tonight	35,730
BRISTOL MYERS CO.	
Today—Home—Tonight	66,978
E. L. BRUCE	
Today—Home—Tonight	55,968
CALGON INC.	
Today—Home—Tonight	30,518
CALORIC APPLIANCE CORP.	
Today—Home—Tonight	43,188
CAMFIELD MFG. CO.	
Today—Home—Tonight	23,055
CANVAS AWNING	
Today—Home—Tonight	5,490

"A PACKED HOUSE EVERY PERFORMANCE"

"FANNY" starring Lawrence Tibbett, Billy Gilbert and June Roselle

A LOOK AT THE BOX OFFICE*

	National	WICU
Mickey Mouse Club	19.5	33.6
Loretta Young	25.0	54.0
Playhouse of Stars	23.4	57.5
Eddie Fisher	9.0	44.3
George Gobel	28.7	56.0
People Are Funny	22.1	54.3
Fireside Theatre	25.3	54.5
Medic	25.6	52.3
Life of Riley	24.0	56.0

*Telepulse February, 1956

. . . or as they say on Madison Avenue . . .

HOW'S THAT FOR PICKING THEM OFF THE BAT?

Around the Erie area, WICU is the only VHF station within 100 miles. It reaches 3 states and 2 countries! *(That's the way the money folds!)*

WICU ratings in the upper 30's, 40's and 50's are the rule of thumb. (That's called *hitting the nail on the head with a saw!)* Check WICU's scoreboard below or better still, *toss it down the well to see how high the numbers splash!* WICU's daytime availabilities are crawling with sales opportunity. *(Run that up the flagpole before a bunch of timebuyers and compare it for salutes!)*

For sell, for ratings, for a packed house every performance, the station for every advertising lane, gully and Madison Ave. is WICU. *(How's that for skipping it across the water to see if it reaches the other side?)*

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

NBC

Client and Program	Gross Time $
CARRIER CORP.	
Today—Home—Tonight	166,153
CONGOLEUM NAIRN	
Today—Home—Tonight	72,094
DAMAR PRODUCTIONS	
Today—Home—Tonight	3,212
DIAMOND ALKALI CO.	
Today—Home—Tonight	36,790
DIXIE CUP CO.	
Queen for a Day	132,560
Today—Home—Tonight	25,603
DONAHUE SALES CORP.	
Today—Home—Tonight	69,189
DORMEYER CORP.	
Perry Como Show	161,841
DRACKETT CO.	
Today—Home—Tonight	33,218
DOUGLAS FIR PLYWOOD ASSOC.	
Today—Home—Tonight	71,078
ESQUIRE INC.	
Today—Home—Tonight	5,139
FIRESTONE TIRE & RUBBER CO.	
Today—Home—Tonight	85,048
FRITO CO.	
Today—Home—Tonight	77,547
GEMEX CORP.	
Today—Home—Tonight	48,402
GENERAL ELECTRIC CO.	
Medic	460,535
GENERAL TIME CORP.	
Today—Home—Tonight	20,891
GERBER PRODUCTS	
Ding Dong School	179,713
GIBSON REFRIGERATOR CO.	
Today—Home—Tonight	126,495
GOLD SEAL	
Patti Page	55,895
Perry Como Show	300,868
GRUEN WATCH CO.	
Today—Home—Tonight	51,304
HALLMARK	
Hall of Fame	408,785
HARTZ MOUNTAIN PRODUCTS	
Capt. Hartz & His Pets	6,595
HOOVER CO.	
Today—Home—Tonight	42,462
INTL. CELLUCOTTON PRODUCTS	
Patti Page	85,548
Perry Como Show	466,958
KENTILE INC.	
Matinee	21,610
Today—Home—Tonight	39,599
KIPLINGER WASHINGTON AGENCY	
Today—Home—Tonight	5,226
LAU BLOWER	
Today—Home—Tonight	20,633
LEVOLOR-LORENTZEN	
Today—Home—Tonight	30,377
LEWIS-HOWE CO.	
Today—Home—Tonight	51,961
MAICO	
Today—Home—Tonight	18,967
MAIL POUCH TOBACCO CO.	
Today—Home—Tonight	28,102
MAYBELLINE CO.	
Today—Home—Tonight	24,148
Matinee	26,977
Queen for a Day	104,522
Color Spread	159,067
MOTOROLA	
Matinee	26,340
NORTH AMERICAN INSURANCE	
Today—Home—Tonight	71,054
NORTH AMERICAN PHILLIPS	
The Twisted Cross	76,171
NOXEMA CHEMICAL CO.	
Patti Page	28,975
Perry Como Show	331,708
PARKER BROTHERS	
Today—Home—Tonight	10,365
PATTERSON SARGENT CO.	
Today—Home—Tonight	48,496
PET MILK SALES CORP.	
George Gobel	560,842
PFAFF SEWING MACHINE	
Today—Home—Tonight	59,506
PLASTONE CO.	
Today—Home—Tonight	36,195
A. H. PONDS	
Today—Home—Tonight	39,944
QUAKER OATS	
COAST FISHERIES	
Today—Home—Tonight	58,602
QUALITY COURTS	
Today—Home—Tonight	4,605
RADIO CORP. OF AMERICA	
Milton Berle	249,188
Caesar's Hour	21,694
Producer's Showcase	495,504
Martha Raye	250,300
READER'S DIGEST	
Today—Home—Tonight	6,152
RUST CRAFT PUBLISHING	
Today—Home—Tonight	12,788
SAVINGS & LOAN FOUNDATION	
Color Spread	80,145
SAWYERS INC.	
Today—Home—Tonight	22,495
SANDURA CO.	
Queen for a Day	96,245
Today—Home—Tonight	9,604
SCHICK	
Robert Montgomery Presents	1,077,875
SEALY INC.	
Today—Home—Tonight	74,914
SEIBERLING RUBBER	
Today—Home—Tonight	75,717
SEVEN-UP	
Today—Home—Tonight	18,744
SHALER CO.	
Today—Home—Tonight	91,970
SIMMONS	
Medic	49,491
SIMPLICITY PATTERN	
Today—Home—Tonight	100,079
SMITH, KLINE & FRENCH	
March of Medicine	128,056
SO. CALIF. COMM. FOR STEVENSON	
Political Address	4,050
STERN'S NURSERIES	
Today—Home—Tonight	7,208
SQUINT CO.	
Today—Home—Tonight	18,278
SUNBEAM	
Milton Berle	249,473
Martha Raye	249,897
SYLVANIA ELECTRIC PRODUCTS	
Matinee	116,532
TEWELES SEED CO.	
Today—Home—Tonight	4,703
THE TEXAS CO.	
Texaco Star Theatre	905,246
UNITED AUTO WORKERS	
UAW 20th Anniversary	30,326
U. S. RUBBER CO.	
Color Spread	560,533
VICK CHEMICAL CO.	
Today—Home—Tonight	28,551
WEBSTER CHICAGO	
Tony Martin	105,750
WESTINGHOUSE ELECTRIC CORP.	
Today—Home—Tonight	13,171
WHIRLPOOL SEEGAR CORP.	
Milton Berle	248,413
Martha Raye	250,134
J. B. WILLIAMS	
Color Spread	26,257
Today—Home—Tonight	10,421

NBC-TV CLIENTS RECEIVING NO DISCOUNTS—1955

THE TABLES which follow show NBC-TV's list of advertisers for the calendar year 1955 who received no discounts. The list of purchases by these non-discounted advertisers, which totaled $12,843,853, became available last week and are to be added to the NBC-TV gross and net times sales figures for 1955 reported [B•T, Nov. 12], bringing total NBC-TV gross billings to $154,983,299 and net billings to $131,232,563 for 1955.

Client and Program	Gross Time
ADOLPHS LIMITED	
Today—Home—Tonight	$52,977
ALUMINUM GOODS	
Today—Home—Tonight	40,936
GRIFFIN MFG.	
Imogene Coca Show	172,160
Musical Chairs	83,304
AMER. PETROLEUM INSTITUTE	
1976	81,024
AMERICAN TYPE FOUNDRIES	
(DAYSTROM FURNITURE DIV.)	
Today—Home—Tonight	87,980
APEX ELECTRIC MFG. CO.	
Today—Home—Tonight	71,930
ARMOUR INC.	
George Gobel Show	753,783
Here's The Show	268,011
Today—Home—Tonight	21,428
Perry Como Show	202,316
Today—Home—Tonight	48,415
ATLANTIC REFINING CO.	
Natl. Football League Champ.	12,462
B. T. BABBITT CO.	
Matinee Theatre	40,460
BEATRICE FOODS CO.	
Today—Home—Tonight	42,475
BEECH-NUT PACKING CO.	
Dr. Spock	122,011
BELTONE HEARING AID CO.	
Today—Home—Tonight	34,658
BENRUS	
Today—Home—Tonight	10,042
BIRGE CO.	
Today—Home—Tonight	14,612
BLACK & DECKER MFG. CO.	
Today—Home—Tonight	109,230
LAU BLOWER	
Today—Home—Tonight	53,227
BOSTWICK LABS	
Today—Home—Tonight	15,304
BOURJOIS INC.	
Today—Home—Tonight	51,537
E. L. BRUCE	
Today—Home—Tonight	$135,241
CALGON INC.	
Today—Home—Tonight	114,049
CALORIC APPLIANCE CORP.	
Today—Home—Tonight	35,417
CAMEO CURTAIN	
Today—Home—Tonight	8,526
C. A. SWANSON & SONS	
Cotton Bowl Football Game	23,537
CAMFIELD MFG. CO.	
Today—Home—Tonight	42,769
THE CARNATION CO.	
Today—Home—Tonight	97,525
CONSOLIDATED COSMETICS	
Today—Home—Tonight	69,283
CULLIGAN INC.	
Today—Home—Tonight	66,879
DETROIT STEEL	
Today—Home—Tonight	53,884
DIAMOND CRYSTAL SALT CO.	
Today—Home—Tonight	19,731
DORMEYER CORP.	
Perry Como Show	173,037
EASTCO FAC	
Today—Home—Tonight	9,555
EDISON CHEMICAL CO.	
Today—Home—Tonight	4,333
ESQUIRE INC.	
Today—Home—Tonight	5,138
FIRESTONE TIRE & RUBBER CO.	
Today—Home—Tonight	35,562
FLORIDA CITRUS COMMISSION	
Today—Home—Tonight	39,955
FLORIDA TELEGRAPH DELIVERY	
Color Spread	27,272
Today—Home—Tonight	45,996
FOOD SPECIALTIES	
Today—Home—Tonight	23,946
GENERAL CIGAR CO.	
NCAA Football	320,188
GENERAL TIRE CORP.	
Today—Home—Tonight	12,218

Watching the only channel they can get

No need for a survey here. This prosperous rancher, his neighbors and thousands more families who live in the foothills and mountains of Central California watch KFRE-TV. It's the only channel they can get!

The powerful KFRE-TV signal reaches above and beyond the mountains to bring these families for the first time the television programs their friends in the Valley have been enjoying for years.

KFRE-TV is the only station that covers the rich San Joaquin Valley and families who live in the one-third of Central California containing the nation's most rugged and beautiful mountains. It's your most productive television buy.

KFRE-TV

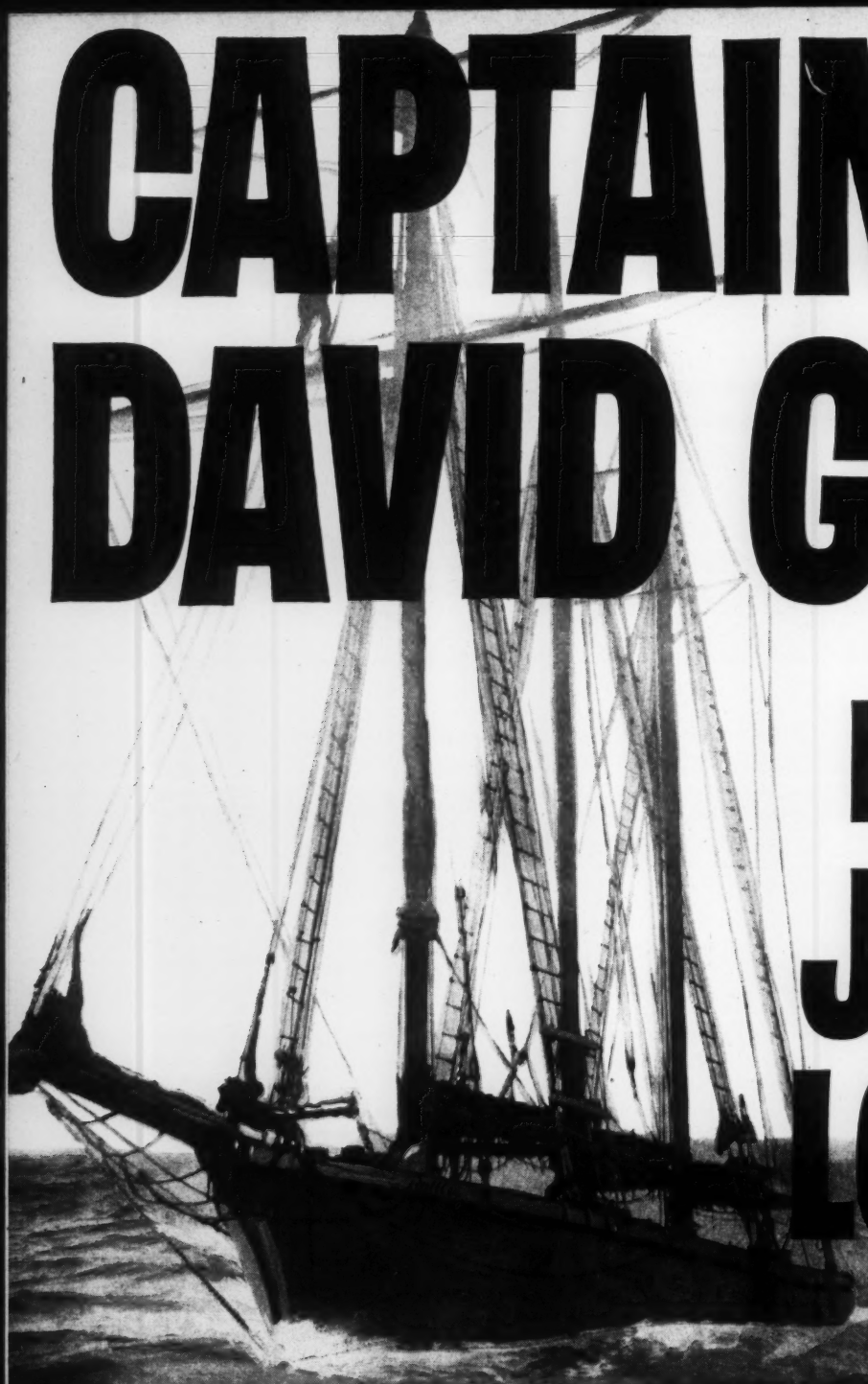
FRESNO CBS **12**

Paul R. Bartlett, President

BLAIR-TV

CAPTAIN DAVID GRIEF

by JACK LONDON



JACK LONDON'S immortal stories of adventure in the turbulent waters of the South Seas have been recreated into a challenging new program... with a *pre-sold* audience of millions of Jack London followers.

Filmed in *color* on *actual* locations with unparalleled production values... here, truly, is the answer to the public demand for *fresh, new, superior* television programming.

Combining the highest budget ever assigned to a television film series... with major studio direction and award-winning performances .. *Captain David Grief* brings to television new scope, new locales, new dramatic adventures... and *broad family appeal.*

ACT NOW! RESERVE YOUR MARKETS!

Sold! Standard Oil of California (BBDO)

Phoenix	Sacramento	Seattle
Bakersfield	San Diego	Spokane
Fresno	San Francisco	Salt Lake City
Los Angeles	Portland, Ore.	Honolulu

39 Episodes in Color or Black & White

Supported by the most comprehensive merchandising, promotion and publicity aids.

Sold! The Stroh Brewery (Zimmer, Keller & Calvert, Inc.)

Bay City	Lansing	Lafayette	Dayton
Cadillac	Marquette	Muncie	Lima
Detroit	Traverse City	South Bend	Toledo
Grand Rapids	Fort Wayne	Cleveland	Youngstown
Kalamazoo	Indianapolis	Columbus	Zanesville

CAPTAIN DAVID GRIEF IS SHOWMANSHIP PLUS!

GUILD FILMS

460 PARK AVENUE, AT 57TH STREET, NEW YORK 22, N.Y. MURRAY HILL 8-5365.

NBC

Client and Program	Gross Time
GLAMORENE	
Today—Home—Tonight	$16,675
GLASS CONTAINER	
Today—Home—Tonight	117,741
GOLD FILLED MFG.	
Today—Home—Tonight	50,393
GOLD SEAL	
Perry Como Show	226,633
GREEN GIANT OF CANADA LTD.	
Mickey Rooney	285,302
GRUEN WATCH CO.	
Today—Home—Tonight	123,841
HALLMARK CARDS INC.	
Hallmark Hall of Fame	1,076,118
MacBeth	1,300
HARTZ MOUNTAIN PRODUCTS	
Capt. Hartz & His Pets	252,363
HOBART MFG.	
Today—Home—Tonight	5,903
HOOVER CO.	
Today—Home—Tonight	44,057
IDEAL TOY CORP.	
Macy Parade	37,995
INTERNATIONAL MOLDED PLASTICS	
Today—Home—Tonight	33,566
INTERNATIONAL SALT CO.	
Today—Home—Tonight	88,786
THE KALART CO.	
Today—Home—Tonight	9,645
KIPLINGER WASHINGTON AGENCY	
Today—Home—Tonight	9,444
LEE LTD.	
Caesar Presents	214,193
Today—Home—Tonight	23,345
LEMON PRODUCTS	
Today—Home—Tonight	69,413
LETTUCE INC.	27,741
LEVELOR-LORENTZEN INC.	
Today—Home—Tonight	2,154
LIONEL CORPORATION	
Winchell & Mahoney	138,770
JOE LOWE CORP.	
Pinky Lee	193,168
LUDENS	
Howdy Doody	152,095
Pinky Lee	46,052
MAIL POUCH TOBACCO CO.	
Today—Home—Tonight	105,948
MALT-O-MEAL CO.	
Today—Home—Tonight	41,041
MAYBELLINE CO.	
Tv Academy Awards	17,336
Matinee Theatre	7,927
Color Spread	98,898
Today—Home—Tonight	17,263
METRO-GOLDWYN-MAYER	
Today—Home—Tonight	9,553
MILLER BREWING CO.	
Natl. Football Playoff	34,785
MAGLA PRODUCTS	
Today—Home—Tonight	38,014
MORRELL & CO.	
Pinky Lee	139,547
MOTOR WHEEL CORP.	
Today—Home—Tonight	27,342
MOTOROLA	
Matinee Theatre	59,963
MULLINS MFG.	
Today—Home—Tonight	3,471
MURINE CO.	
Today—Home—Tonight	23,344
MUTUAL BENEFIT	
Greatest Moments in Sports	60,152
Zoo Parade	144,010
NOMA ELECTRIC CO.	
Today—Home—Tonight	4,745
NOXEMA CHEMICAL CO.	
Perry Como Show	203,732
OLIN MATHIESON CHEM. CORP.	
Today—Home—Tonight	70,812
ONEIDA LTD.	
Today—Home—Tonight	125,814
JOHN OSTER MFG. CO.	
Today—Home—Tonight	97,968
OWENS CORNING	
Today—Home—Tonight	63,139
PARKER BROTHERS	
Today—Home—Tonight	53,048
PEERLESS	
Today—Home—Tonight	$58,566
PET MILK SALES CORP.	
Original Amateur Hour	16,813
George Gobel Show	744,729
Here's The Show	255,929
PIONEER RUBBER CO.	
Today—Home—Tonight	43,472
PITTSBURGH COKE & CHEM. CO.	
Today—Home—Tonight	35,329
PILLSBURY MILLS	
Mickey Rooney	252,864
A. H. PONDS	
Today—Home—Tonight	95,377
PIONEER GARDNER CO.	
Today—Home—Tonight	43,243
QUAKER OATS	
Gabby Hayes	1,052
Zoo Parade	260,258
Today—Home—Tonight	20,544
(COAST FISHERIES)	
Today—Home—Tonight	110,174
RALSTON PURINA CO.	
Today—Home—Tonight	7,320
RATH PACKING CO.	
Today—Home—Tonight	84,050
REXALL DRUG CO.	
Today—Home—Tonight	31,984
SAFEWAY STORES	
(PRODUCTS DIV. (WEST COAST)	
Today—Home—Tonight	30,375
SANDURA CO.	
Today—Home—Tonight	48,107
R. M. SCOTT & SONS CO.	
Today—Home—Tonight	11,580
SEALY INC.	
Today—Home—Tonight	96,060
SEVEN-UP	
Today—Home—Tonight	84,741
SHWAYDER	
Today—Home—Tonight	40,351
SIMMONS	
Medic	$12,369
SMITH, KLINE & FRENCH LABS	
March of Medicine	218,678
STERN'S NURSERIES	
Today—Home—Tonight	18,197
STUDEBAKER-PACKARD CORP.	
Today—Home—Tonight	46,082
TIME INC.	
Today—Home—Tonight	19,181
UNION UNDERWEAR CO. INC.	
Today—Home—Tonight	32,365
U. S. RUBBER CO.	
Color Spread	50,805
U. S. SHOE CO.	
Today—Home—Tonight	41,192
U. S. TOBACCO CO.	
Today—Home—Tonight	305,336
VAISEY & GRISTON SHOE CO.	
Today—Home—Tonight	14,212
VICK CHEMICAL CO.	
Today—Home—Tonight	45,474
WANDER CO.	
Ding Dong School	246,642
WARING PRODUCTS	
Today—Home—Tonight	48,567
WEATHER PROOFS	
Today—Home—Tonight	21,964
WECO PRODUCTS CO.	
Today—Home—Tonight	54,193
WEBSTER CHICAGO	
Tony Martin	221,127
WELCH GRAPE JUICE	
Howdy Doody	298,207
WHIRLPOOL	
Milton Berle	153,212
Raye-Berle	154,047
WHITE HOUSE CO.	
Today—Home—Tonight	3,818
WOMAN'S DAY	
Today—Home—Tonight	16,399

U. S. STEEL STIRS CHRISTMAS POT

THANKS to U. S. Steel's third annual "Operation Snowflake," which has during the past two years urged husbands to "Make it a *White* Christmas" by giving "her" a major appliance, this Yuletide season promises to be a *green* one for hundreds of radio stations.

The green is the color of money accrued from new and added local business that has come in because of U. S. Steel's "Snowflake" promotion.

Through its agency, BBDO, New York, U. S. Steel last year attracted more than $5 million of tie-in advertising (from major appliance dealers, gas utilities, distributors, banks) on a budget set at much less than this amount. This Christmas, the firm expects to increase the figure "considerably" by turning to radio spot for the first time since dropping its *Theatre Guild on the Air* series on ABC Radio years ago.

Obviously this is good news to at least 54 big power radio stations in 48 major markets, which have already been lined up to carry a barrage of 40 one-minute spots between Nov. 26 and Dec. 7, bringing home the "Snowflake" theme to a BBDO estimate of 85% of "America's listening audience." (On television, U. S. Steel will use its alternate-week Wednesday night *U. S. Steel Hour* on CBS-TV to sell "Snowflake").

Moreover, it now appears that "Make it a White Christmas . . . give her a major appliance" will be heard on many more stations than those in the basic purchase because of a turn of events that could hardly be considered accidental.

In planning the radio campaign, U. S. Steel and BBDO executives months ago turned to Radio Advertising Bureau for help. RAB convinced them that the route to success lay in "clobbering"—or, to use RAB's favorite term, "blitzing"—the consumer on the local level in areas not covered by the powerhouse stations. BBDO thus sent out a special radio promotion kit to nearly 1,200 small stations, urging them to make full use of it. The kit contained: A client's brochure and "idea sheet," both to be used by the station salesman to "sell" "Snowflake," a set of open-end "Snowflake" commercials, some editorial "filler" material for use on ad-lib or DJ shows and a 10-inch ET bearing cuts of the by-now-famous U. S. Steel Corp.'s "musical signature," played on a carillon in keeping with the Yuletide spirit. (Incidentally, the use of these "signatures" will be the total extent to which U. S. Steel will be identified with "Snowflake" on the air. It allows a local dealer or gas utility to tie into the prestige of one of the world's largest corporations.)

To sample how other stations are making use of these kits, B•T looked at two markets, Christian County, Ky., with a total population of 45,000, and the Dade-Broward-Monroe tri-county area in Florida (population well over a million).

• In Hopkinsville, pop. 18,000, the

FAITH

Inborn — a child's faith.

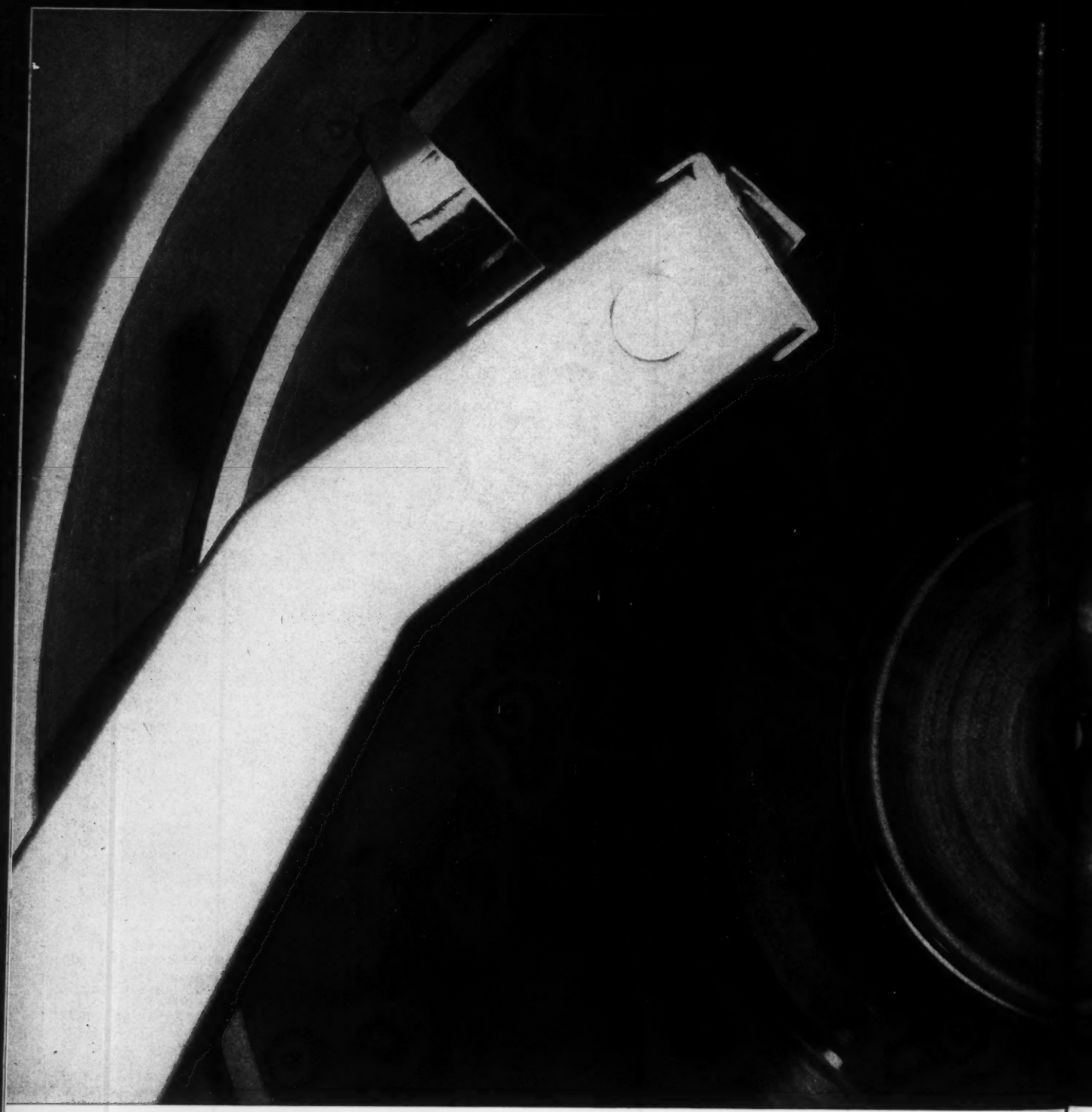
But faith...in business...must be earned.

That's why when we make a sale, we also try to make friends. Friends won through the sustained action of promises performed.

As we see it, that's not only good business philosophy. It's good business, too.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO



It takes more than a record...it takes g

and WBC's got 'em...on its great M

WBZ + **WBZA,** Boston + Springfield... **KDKA,** Pittsburgh... KY

CARL DeSUZE
WBZ+WBZA—
Boston+Springfield

NORM PRESCOTT
WBZ+WBZA—
Boston+Springfield

ALAN DARY
WBZ+WBZA—
Boston+Springfield

LEO EGAN
WBZ+WBZA—
Boston+Springfield

JOHN BASSETT
WBZ+WBZA—
Boston+Springfield

JACK LORING
WBZ+WBZA—
Boston+Springfield

REGE CORDIC
KDKA—Pittsburgh

ART PALLAN
KDKA—Pittsburgh

BOB TRACEY
KDKA—Pittsburgh

BIG WILSON
KYW—Cleveland

WES HOPKINS
KYW—Cleveland

SPECS HOWARD
KYW—Cleveland

JOE FINAN
KYW—Cleveland

BOB CHASE
WOWO—Ft. Wayne

BOB SIEVERS
WOWO—Ft. Wayne

MARV HUNTER
WOWO—Ft. Wayne

JACK UNDERWOOD
WOWO—Ft. Wayne

BARNEY KEEP
KEX—Portland

BOB BLACKBURN
KEX—Portland

RUSS CONRAD
KEX—Portland

BOB ADKINS
KEX—Portland

AL PRIDDY
KEX—Portland

GEORGE McGOWAN
KEX—Portland

DON STELLGES
KEX—Portland

es great personalities...

eat Music, News *and Service* Stations...

h... **KYW,** Cleveland... **WOWO,** Fort Wayne... **KEX,** Portland, Oregon

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC

RADIO	TELEVISION
BOSTON—WBZ+WBZA	BOSTON—WBZ-TV
PITTSBURGH—KDKA	PITTSBURGH—KDKA-TV
CLEVELAND—KYW	CLEVELAND—KYW-TV
FORT WAYNE—WOWO	SAN FRANCISCO—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

county seat of Christian, nestled in the western Kentucky hills and 65 miles north of Nashville, Tenn., WHOP, a 250-w CBS affiliate, took the kit and "sold" the Pennyrile Rural Electric Co-op and the Hopkinsville Electric Plant Board on buying a strip of 25 half-hour local Christmas shows between Nov. 26-Dec. 20 at a cost of $500 to each utility. Then, Commercial Manager Katherine Peden approached the area's 16 eletcrical appliance dealers and signed them all (at $150 each) as participants in WHOP's "Operation Snowflake Contest."

For their money, dealers will get a total of 75 spot announcements plus the privilege of taking part in a guessing game, whereby the store visitor is asked to count a specified number of paper snowflakes covering a drawing of each of the nine major appliances (dishwashers, freezers, dryers, ironers, refrigerators, ranges, kitchen sinks, water heaters and washing machines). The consumer then submits an entry, stating—in 25 words or less—why she would want a major appliance this Christmas. Top three winners will get cash prizes ($100-$50), and runners-up will get a $25 gift certificate from the store good toward the purchase of a major appliance. For WHOP, time sold: $3,400.

• In Miami, Fla., seat of Dade County, pop. 780,000, WGBS, as one of the 54 stations bought by U. S. Steel, went one step further. Experience had shown the station that together with WVCG Coral Gables, a 1-kw "good music" daytime station, and WCKR Miami (formerly WIOD), a 5-kw operation, the three stations could blanket effectively the tri-county area to the point where advertisers would be almost assured of reaching three out of every four radio families, or over 280,000 radio homes. With this in mind, C. Bud Dailey, WGBS sales manager, got together with his counterparts at WVCG and WCKR and called a special breakfast meeting Oct. 23 in Miami of the area's appliance distributors, dealers, utilities, banks and representatives of the appliance manufacturers.

At the meeting, through use of tape recordings, slides and other sales charts, Mr. Dailey offered these prospective advertisers a chance to tie into the WGBS-U. S. Steel campaign by placing 21 spots each from Nov. 26-Dec. 22 on all three stations at a cost of $811.65 per week (total 4 weeks), on a Mon.-Sat. schedule. With the tri-county area of Dade-Broward-Monroe controlling 24.7% of Florida's retail sales, this seemed, in Mr. Dailey's words, "too good a bet to miss." The stations will meet again today (Monday) with these prospects.

These two instances are being multiplied through the nation, much to the delight of U. S. Steel Corp., which, statistically speaking, gets only $3 out of every major appliance sold (average estimated cost at retail level: $300). Steel's use of radio was summed up last month at RAB's Radio Advertising Clinic in New York by U. S. Steel's marketing development director, Robert C. Myers: ". . . Anything that helps to sell products made of steel helps to sell steel." [B•T, Nov. 5]. Adds a BBDO official: ". . . And anything we can do to help the client sell more steel in the long run helps us too."

SPOT-NETWORK TV SALES EXCEED $643 MILLION FOR NINE MONTHS

SALES of tv time to national advertisers during the first nine months of this year totaled $643,617,824, nearly two-thirds of a billion dollars; $289,656,000 in spot tv billings according to data compiled for Television Bureau of Advertising by N. C. Rorabaugh Co. and $353,961,824 in tv network time sales as calculated by Publishers Information Bureau. These gross figures (before discounts of any kind) do not include local advertising on television.

For the third quarter, the Rorabaugh estimates place the national spot tv total at $83,863,000, reflecting a summer seasonal decline from the spot tv totals of $100.2 million reported for the first quarter of the year and the $105.6 million for the second quarter. The third quarter tv network total of $119,451,312, however, is slightly ahead of the $116.7 million first quarter figure and $117.8 million second quarter figure for network tv. The combined third quarter spot-network tv national total of $203,314,502 falls below the $216.9 million first quarter total and $223.4 million second quarter combined spot-network total.

FOR the top 200 tv spot advertisers for both the third quarter and the nine-month period and for a breakdown of spot tv time sales by product classes, see page 120.

As it has been in each quarter for which TvB has released Rorabaugh estimates of spot tv billings, Procter & Gamble Co. was again in the July-September period the top advertiser in tv spot (with $2,873,700 for the quarter, $15,197,500 for January-September 1956) and Ted Bates & Co. the top agency user of this medium.

The top 10 agencies in tv spot billings, for the third quarter 1956, were, in addition to Ted Bates & Co., McCann-Erickson, Leo Burnett Co., Young & Rubicam, Benton & Bowles, BBDO, Dancer-Fitzgerald-Sample, J. Walter Thompson Co., Lennen & Newell and William Esty Co.

There were 2,536 companies who used spot tv during the third quarter, TvB reported, including 1,031 which spent more than $5,000 for spot tv time during the quarter and 1,505 spending less than $5,000. Third quarter comparisons for the seven years for which Rorabaugh has kept spot tv records show:

3rd Quarter	*Number Advertisers*
'49	337
'50	801
'51	1199
'52	1144
'53	1772
'54	2042
'55	2552
'56	2536

TvB's breakdowns of the third quarter 1956 tv spot time sales by day-parts and by type of sponsorship follow:

Day	$25,733,000	30.7%
Night	49,360,000	58.9
Late Night	8,770.000	10.4
	$83,863,000	100.0%
Announcements	$37,122,000	44.3%
ID's	10,150,000	12.1
Participations	17,963,000	21.4
Shows	18,628,000	22.2
	$83,863,000	100.0%

SHAM? NOT IN THESE SANDS

NOPE! Westinghouse Electric Corp. is not trying to throw sand in viewers' eyes with its Laundromat "sand test" tv commercial. After the commercial's first showing Sept. 24 on *Studio One* (CBS-TV, Mondays, 10-11 p.m. EST), 20 viewers were up in arms, protesting the demonstration to be "trickery." "It can't be done," they told Westinghouse.

The commercial, taking up all of the commercial time on the program (5 to 6 minutes), featured Betty Furness, four women from the Federation of Women's Clubs' chapters in New York, and Westinghouse's Laundromat along with three competitive washing machines. The washing machines were loaded with towels, detergent and sand (this was the first part of the commercial). At the end of the program, the machines were unloaded, with the Laundromat minus sand and with white clothes, the other machines apparently not so fortunate.

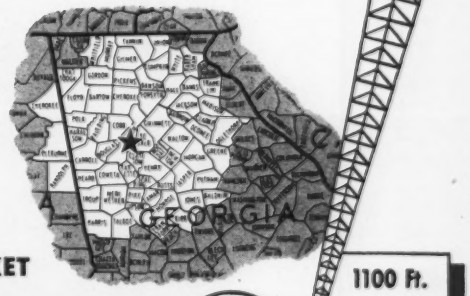
The reaction was violent from the non-believing 20 who called "sham!" This gave Westinghouse and its agency, McCann-Erickson, New York, producer of the commercial, an idea. If these 20 feel this way, why not select some of them to try it themselves on the air? Eight people (four couples) who had so challenged Westinghouse were flown to New York and last Monday on *Studio One* set the sand test was repeated, along with an explanation that the retake was to rebut any feeling some of the viewers might have that the test had been faked.

According to McCann-Erickson, the demonstration actually has been SOP for many dealers or stores handling Westinghouse's washer. M-E was asked to adapt it for tv. At first apprehensive, the agency later decided it could be done.

To guard against breakdowns, eight machines really were used, two Laundromats and six competing brand machines. Thus, a separate stand-by set of four machines was available in case of trouble. Will it be repeated still again? Sure thing, says M-E, if there is a telling reason for it. At this point, both client and agency, feel all parties involved "can be sure" that any viewer notion of chicanery has been dispelled.

WHEN YOU BUY ATLANTA...BUY waga-tv AND GET YOUR SHARE OF EXTRA DRESSING!

Dressed dogs (red hots with chili) are big sellers in Atlanta, because you get more for your money, greater satisfaction. Like using WAGA-TV, which gives you greater coverage with its taller tower and maximum power. You reach 17 to 22% more people with 14 to 16% more spendable income than stations "A" or "B" can offer. And you get more viewers as ARB and Pulse consistently prove.



1100 Ft.

TOP DOG IN THE NATION'S 21st MARKET

waga-tv

100,000 watts channel 5

CBS-TV in Atlanta

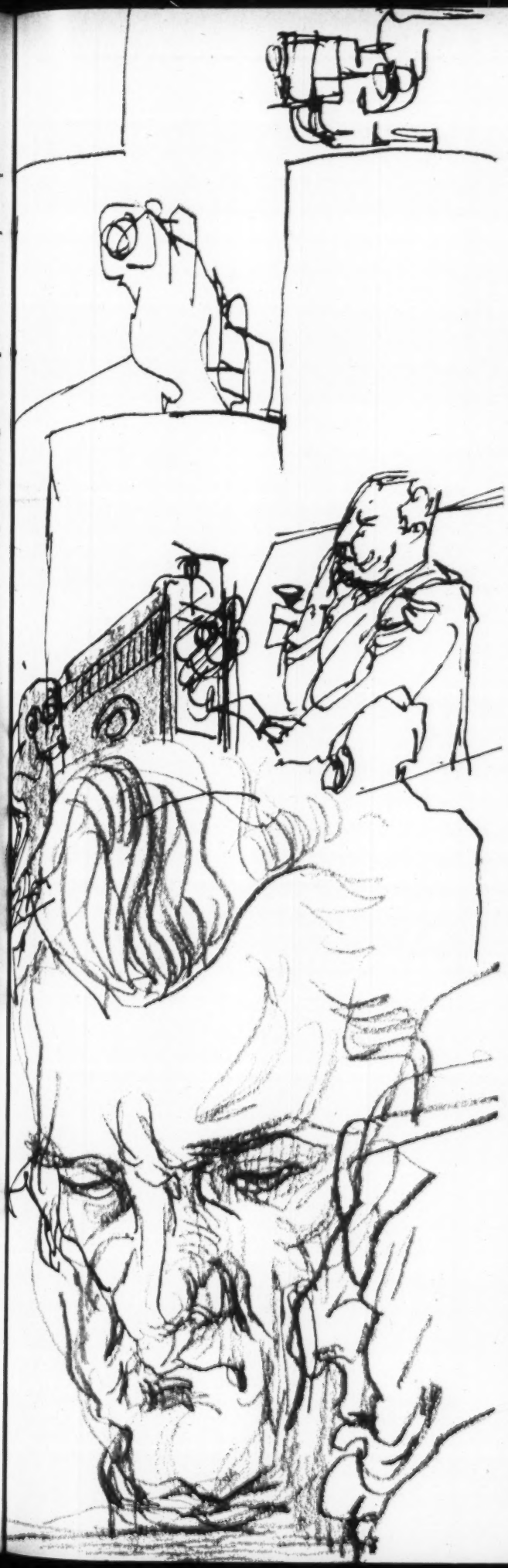
A STORER STATION

Represented Nationally by THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, *Vice President and National Sales Director* • BOB WOOD, *National Sales Manager*
CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

VOTES
Felix Topolski



It happens every day

On Election Night America tuned to CBS Television for the swiftest, clearest, most accurate report of the nation's will in a turbulent period in world history.

All the networks reported the same event; but according to a Trendex popularity report, CBS Television attracted 83% more viewers than the second ranking network—93% more than the third network. And as the evening wore on, the performance of the CBS News staff won an ever-increasing share of the Election Night audience.

Only once before has one network led the others by so wide a margin in the area of news and public affairs programs. That was during the political conventions, when the nation's viewers spent almost as much time watching CBS Television as the other two networks combined.

And never before has the nation's preference for CBS Television's regularly scheduled programs been so clearly registered. For in the simple act of selecting a channel, a viewer chooses his favorite programs every day—and these votes too are carefully tabulated. Current returns show that CBS Television has 8 of the 10 most popular daytime programs, 9 of the 10 most popular nighttime programs, and television's largest average audience—day and night.

This constant vote of confidence from the constantly growing television audience is the underlying reason why America's advertisers continue to commit more of their advertising investment to the CBS Television Network than to any other single medium in the world.

CBS TELEVISION

Farm Service Boost Set by Gardner Adv.

GARDNER ADV. Co., St. Louis, has established a Farm Marketing Advisory Board and strengthened special farm copy, radio-tv and art sections in its creative departments in an expansion of the creative and marketing services offered the agency's farm-market clients.

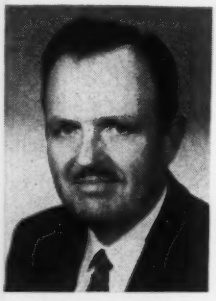
"Advertising, merchandising and market research for farm markets have become increasingly important specialized functions in our agency," Charles E. Claggett, president, said in making the announcement of the increased services. Serving on the farm marketing board are 10 creative and account men with experience in farm markets, plus Dr. Robert Miller, agency farm specialist. The group is headed by Farm Field Director Jackson L. Sedwick.

Under the new alignment, Eugene S. Hahnel will head the farm copy section and Frank MacKnight and Donald Weiss have been assigned to the section. Paul Nelson has been named farm specialist in the radio-tv department and named special consultants on art direction for farm market advertising were Dale Kirchoff and Stanley Esson. The farm account group, under Gardner Vice President John H. Leach, will continue to service farm accounts and lend specialized assistance to other clients with farm marketing aspects.

Gardner farm clients include Ralston Purina Co., Eli Lilly & Co., Granite City Steel Co., Monsanto Chemical Co. and Doane Agricultural Service Co.

Katz Appoints Charles Chappell Vice President, Plans Director

CHARLES CHAPPELL, former advertising consultant, has been appointed vice president and plans director of The Joseph Katz Co., New York and Baltimore, effective Nov. 1, the agency's president, John T. McHugh, announced last week.



MR. CHAPPELL

Mr. Chappell was co-founder, executive vice president and creative head of Owen & Chappell from 1945-52, when the agency merged with Kenyon & Eckhardt. He continued with K&E as vice chairman of the review board and left the agency in 1954 to establish a private consultant firm.

Dickson Heads New Additions To Rutledge & Lilienfeld Inc.

DALE DICKSON, as assistant radio-tv director, heads four additions to the broadcast personnel of Rutledge & Lilienfeld Inc., Chicago agency. Mr. Dickson formerly was retail advertising manager of Montgomery Ward (department stores).

Others joining R&L include James Jurgensen, former radio-tv director of Harper Adv., St. Paul, as radio-tv group supervisor; Robert Blake, Campbell-Mithun Inc., Minneapolis, as radio-tv director for R&L's office in that city, and Joan Powers, formerly with Knox Reeves, Minneapolis, also to the radio-tv department.

Among the broadcast accounts handled by the agency are ReaLemon Puritan Co. and National Tea Co.

CEREALS IN CLEVELAND TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL NETWORK INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	General Mills Inc.	10	2	16	229
2.	Kellogg Co.	6	1	18	208
3.	General Foods Corp.	4	2	8-2/3	135
4.	National Biscuit Co.	1	1	4	76
5.	Quaker Oats Co.	1	1	2	32
6.	Ralston-Purina Co.	1	1	1-3/4	15

CLEVELAND INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	General Mills Inc.	10	2	16	231
2.	Kellogg Co.	6	2	26-1/4	199
3.	National Biscuit Co.	1	1	4	108
4.	General Foods Corp.	4	2	8-2/3	88
5.	Quaker Oats Co.	1	1	2	20
6.	Ralston-Purina Co.	1	1	1-3/4	9

In the above summary, the monitoring occurred the week ending Oct. 6, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Sears Produces 16 Tv Spots For Optional Use by Managers

SEARS, ROEBUCK & Co. last week confirmed production of 16 tv spots as part of its advertising mat service for over 700 store managers throughout the country.

Sears, which has been looking into television "as an ideal medium for feature advertising" [B•T, Sept. 10], explained that branch managers desiring to use tv would contact stations in their respective areas. Television Bureau of Adv. has sent letters to all television stations urging them to work with Sears managers, the department store chain pointed out.

The tv mat service comprises flip cards and audio copy and is not to be confused with that offered by Telemat, which also has sold tv spots to local Sears stores. Sears stressed the spots were prepared by its own advertising department and the 715 store managers are not required to use them.

Sears is spending about $58.5 million in advertising this year, with approximately $1.6 million in radio-tv at the local level.

Compton Sets Up Publicity Arm

FORMATION of a new, separate and self-supporting publicity subsidiary to be known as Compton Service Assoc., with offices in New York, Chicago, San Francisco and Los Angeles, was announced Nov. 9 by Compton Adv. President Barton A. Cummings. New arm will be headed by Elle Kofler, formerly publicity director of agency.

Across-the-board ...the Lion is TV-King on KING-TV

Proving the fantastic Los Angeles and Denver ratings were no fluke, it happened again in Seattle – this time on KING-TV's across-the-board presentation of MGM's Command Performance.

The October A.R.B. ratings show a fabulous 30.5 rating at 11 P.M. – Saturday night – a heretofore unheard of figure so late at night in a four station market.

The average MGM Seattle ratings for the 10:45 to 12:15 time-slots for FRIDAY were 23.6, for SATURDAY they were 26.2 and for SUNDAY they were 16.1

Averaged out for the entire week the MGM programming out-rated the combined total for the three other stations by a margin of nearly two to one.

Have you inquired about the availability of the MGM-TV library in your area? Do it now!

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED

● For further information — write, wire or phone
Charles C. Barry, Vice-president
1540 Broadway, New York, N. Y., JUdson 2-2000

HOW TV GETS BIGGER AUDIENCE AT LESS COST THAN NEWSPAPERS

- **Television Bureau of Advertising shows new research**
- **Newspapers come off second best by all measures**
- **Avid tv viewers proved to be best potential customers**

A SERIES of new research studies to point up television's reach, efficiency and economy in moving advertisers' goods was unveiled by the Television Bureau of Advertising in a widescreen presentation to an estimated 2,000 advertiser, agency, and broadcasting executives in New York last Friday.

Shown at a breakfast session at the Waldorf-Astoria preceding TvB's second annual membership meeting, the presentation showed television's circulation and cost advantages over other media, especially newspapers; presented new case studies to demonstrate tv's sales effectiveness, and revealed new data on the size of television today.

TvB President Norman E. Cash and Operations Director Gene Accas made the presentation, which placed the number of tv sets in the U. S. at 41,132,000 and reported that approximately 10% of all tv homes have more than one set. The introduction was by W. D. Rogers Jr., KDUB-TV Lubbock, Tex., chairman of the TvB board.

The presentation also included results of a nationwide study, conducted for TvB by Pulse Inc. in the first week of September, which showed that in a single day 120,450,000 people watch television as against 107,250,000 who read newspapers—a 12% advantage for tv. These figures represent measurements in non-tv as well as tv homes.

"The findings show that on an all-home basis the average person spends 34 minutes a day with newspapers and 1 hour 45 minutes with television . . . Multiply the amount of time the average person spends by the number of people in the country, and the size of both newspapers and television becomes more apparent—newspapers with 93,500,000 people hours per day and television with 288,750,000 . . . a 209% tv advantage."

Looking at the data another way, TvB pointed out that of the total time spent with the two media each day (2 hours 19 minutes), 75% is spent with television and 25% with newspapers. By age of reader or viewer (and eliminating tv viewers who are under 12 years because they have "no significant newspaper counterpart") tv's share of the total two-media time in the 12-17 age group (2 hours 16 minutes) is 85.7%; in the 18-34 group, it is 73.4% (of 2 hours 21 minutes); in the 35-to-49 group it is 68.9% (of 2 hours 33 minutes), and in the over 50 group it is 68.1% (of 2 hours 38 minutes).

The time spent with television by housewives—"the American purchasing agent"—exceeds the time they spend with newspapers by three to one, TvB emphasizes. And tv dominance in the home, the presentation continued, "is greatest where the housewife is youngest." For instance, where the average age of the housewife is 18 to 34, the amount of time those homes watch television totals 88,051,000 hours a day, compared to 24,576,000 with newspapers; where the housewife is between 35 and 49 it is 116,056,000 hours with tv to 38,498,000 with newspapers; and where the housewife is over 50, it is 69,210,000 with tv to 27,235,000 with newspapers.

The Pulse study also gave further refutation to newspapers' arguments that their medium, being printed and therefore "permanent," not only is read but "re-read." It showed that "of all references to newspapers, during all 24 hours throughout seven days of the week, 90% were one-time-only references."

Among other findings in the study:

• Seven percent of all U. S. homes plan to buy a new tv set within 12 months (not counting new homes that will be created by an expected 1.5 million new marriages). Of the homes planning to buy, 62% will be replacing existing sets; 25% will be buying second sets, and 13% will be buying tv for the first time.

Watch Most, Buy Most

• Of 11 million families that plan to buy other major appliances in the coming year, the 20% who watch television most also plan to buy the most—13% more than the 25% who view least. The lightest-viewing 20% (which includes non-tv homes) accounts for 19.4% of all the intentions to buy major appliances; the next 20% accounts for 18%; the next for 20.7%, and the heaviest-viewing 20% accounts for 22%.

• The same pattern exists in the purchase of beer: the 20% who watch television most also buy most—24.3% of all beer consumed, as compared to 15.2% bought by the 20% who view the least. Thus the heavy-viewing 20% accounts for 59% more beer sales than the lightest-viewing 20%.

• In the frozen fruit juice field, the same pattern again is found: the heavy-viewing 20% consume 25% of the market as compared to 14.3% for the lightest-viewing group—a difference of 74%.

• A study of three sudsless detergents (Ad, All, and Dash) showed that the brand that put more than 75% of its advertising budget into television won 30% of its current users from its competition; the brand that put only 53% of its budget into tv won only 21% of its users from the competition; and the brand that limited tv to about 40% of its budget acquired only 4% of its users from its rivals. The brand that invested 75% of its advertising appropriation in television also "ranks highest in the percent of current users that will buy it next time. It will lose the fewest users to its competition."

The presentation also reviewed results of a study, conducted for TvB by the Institute for Motivational Research and released last summer, which showed that 64% of car-shoppers interviewed indicated they were first attracted to the showroom through television, as against 36% who credited newspapers. This 80% lead by tv over newspaper "is particularly significant," TvB noted, "when you add the fact that for every dollar the automobile industry invested nationally in newspapers in 1955, only 50 cents went to television: The minority of automobile advertising investment was responsible for the majority of their dealer sales traffic."

In pointing up tv's growth, the presentation noted that advertisers spent $1,025,300,000 in television advertising in 1955, and estimates this year's investment will be about 22% higher. The presentation also cited A. C. Nielsen Co. figures to show that in the average week in September of this year more than 1.3 billion home hours were spent in tv viewing.

Whereas the cost efficiency of printed media has declined due to failure of circulation to keep pace with cost increases, TvB pointed out, television's cost efficiency—in terms of delivered audience per dollar—is now 213% greater than it was in 1950. In the same period, the presentation asserted, the cost efficiency of newspapers dropped 17%, that of magazines is down 20%, and that of radio has slipped 2%.

The audience gains of television are such that in the first nine months of 1956, only one (June) failed to show higher sets in use this year than in the comparable month of 1955. Overall, for the entire broadcast day, the percentage of tv homes tuned per average minute this year is 4% greater than last year, and seven of the nine rated months this year established all-time highs in terms of time spent viewing per tv home.

And in these nine months, the presentation continued, the average weekday daytime network program delivered 2,184,000 homes or 21% more than in the same period of 1955; the average weekend daytime program delivered 4,021,000 homes, a gain of 24%, and the nighttime program audience rose to 6,757,000 for an 18% increase.

In a further breakdown, based on Nielsen figures, the presentation reported that in a week 36.5% of all tv homes regularly watch television before 9 a.m.; 58.9% between 9 a.m. and noon; 65% between noon and 3 p.m.; 81% between 3 and 6 p.m.; 95.7% between 6 and 9 p.m., and 94.6% between 9 p.m. and midnight.

But while the figures show only 36.5% of tv homes watching before 9 a.m., and 58.9% between 9 a.m. and noon, TvB stressed that 53.6% of all television homes with a housewife under 35 years of age regularly view before 9 a.m. and that 75% of the youngest-housewife homes watch regularly between 9 a.m. and noon.

Mars Appoints Knox-Reeves Adv. As Successor to Leo Burnett

APPOINTMENT of Knox Reeves Adv. Inc., Minneapolis, to handle its candy product advertising was made last week by Mars Inc., Chicago, representing addition of $2 million in overall billings for the agency. Leo Burnett Co. terminated the account the past fortnight.

The Mars account (Mars, Milky Way candy bars), which will be assumed by Knox

Boy! do they love us in Dallas!

ADVERTISERS GET **BIG-TIME** RESULTS ON **WFAA-TV**

While these now famous puppets were hitting the "Big Time" with WFAA-TV viewers – so were sales for BRYLCREEM in the greater Dallas-Ft. Worth market. An unprecedented 3-year climb supported by a steady 3-year spot schedule on WFAA-TV!

If you are looking for big-time results in the nation's 12 ranking metropolitan market...

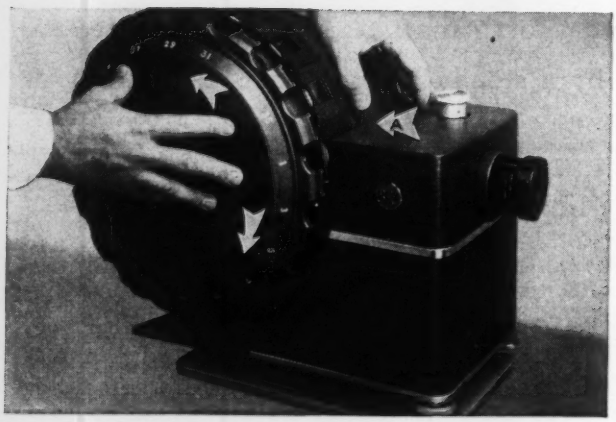
WFAA-TV

Call Your
PETRYMAN
for complete market information and availabilities

CHANNEL 8 — DALLAS
NBC-ABC
Covering 564,080 North Texas Television Homes.

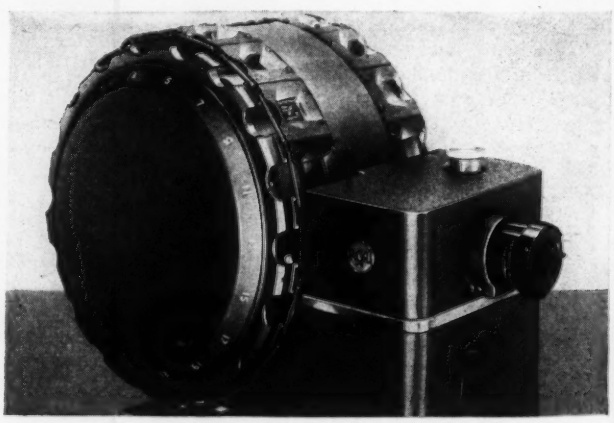
New High-Capacity TP-7 Slide Projector. Dual drums hold a total of 36 slides. For top performance in color and monochrome.

REMARKABLE NEW FEATURES ASSURE



MECHANICAL VERSATILITY

"Free wheeling" principle, with simple lever release (A), permits either drum to be twirled for easy inspection and slide changing. Slides move smoothly and lock securely in show position. Each drum can be operated independently of the other.



PREVIEW CONVENIENCE

All slides are illuminated for easy viewing making it easy for projectionist to preview them. Last-minute changes can be made before they reach the "show" position.

You told us what you wanted . . . we listened,
designed, field tested . . . with the result:

DESIGNED
THE WAY
YOU WANT IT!

This new professional slide projector excels in performance and operating convenience!

Recognizing the increasing importance of slides in programming at every television station, RCA resolved to do something about the projection equipment.

SURVEY OF USERS—At the outset, a survey was made among users of film-slide equipment to find out what was wanted most.

NEW DESIGN PROJECTOR—The result is a truly professional projector for television use that is exactly tailored to your needs . . . with so many operating advantages it's a pleasure to use! It has an ideal capacity of 36 slides—large enough for handling 99% of all station needs, yet just right for ultra flexibility.

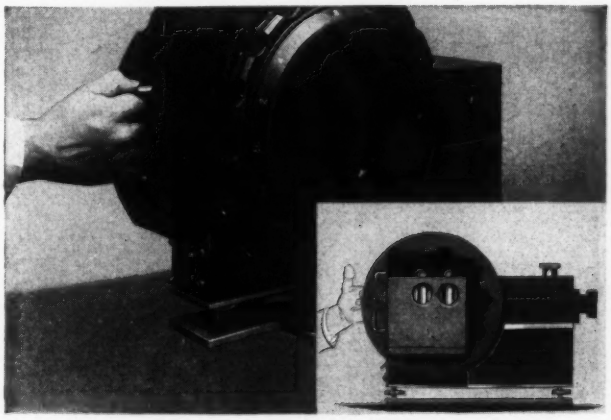
SUCCESSFUL FIELD TEST—The TP-7 Slide Projector has been field tested in actual day-to-day service at a busy television station—WBTV, Charlotte, N.C. So successful was this trial run, the station people did not want to part with the projector when the test was completed!

"OPERATION VIRTUALLY FLAWLESS"—According to Thomas E. Howard, WBTV Vice President and Managing Director of Engineering and General Services, "During the testing period, the TP-7's operation was virtually flawless. An estimated 12,000 slides were run, 170 slides per day on-air, 60 slides in previews and rehearsals."

Write for illustrated brochure containing complete information
In Canada: RCA VICTOR Company Limited, Montreal.

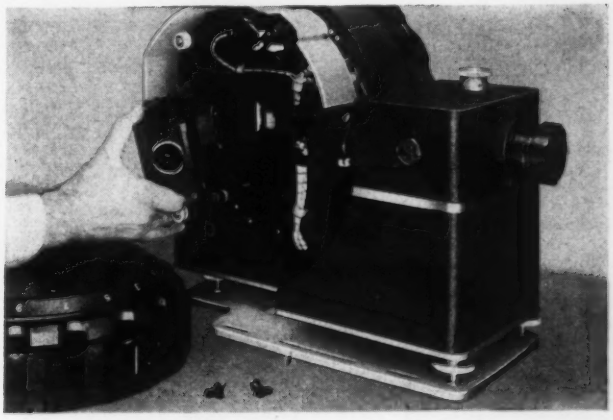
RADIO CORPORATION of AMERICA
Broadcast and Television Equipment **Camden, N. J.**

OPERATIONAL CONVENIENCE AND FLEXIBILITY



QUICK LAMP CHANGE

Use lamp to failure—reserve lamp instantly slides into place. Highest type optics for uniform brightness over entire field of projected image. One-lamp source eliminates color balance problems.



UNITIZED CONSTRUCTION

Designed for ease of operation and servicing. Drums, drum-covers and optical assemblies are easily removed for cleaning and maintenance.

Reeves by the year's end, allocates 60-65% of its budget to broadcast media, according to authoritative estimates. The company sponsors the *Buffalo Bill* film package in 65 markets and a spot tv campaign in 36 others.

The agency appointment is accompanied by the imminent retirement of V. H. Gies as vice president in charge of advertising and sales, though he will continue with Mars in a non-active capacity. Advertising duties will be divided between Herbert D. Lehrter as general advertising manager and B. A. Bouchard as general sales manager.

Six Sponsors Join ABC Radio Morning Programming Segment

REPORTEDLY in their first use of network radio, American Pop Corn Co., Sioux City, Iowa, and Frito Co., Dallas, have signed for sponsorship of segments on ABC Radio's morning block, it was announced last week by George Comtois, national sales manager of ABC Radio. The two new sponsors raise to 59 the number of advertisers using the morning schedule since segmentation was introduced 14 months ago, of which 27 were said to be new to network radio.

American Pop Corn and Frito were among six new sponsors of ABC Radio's morning block announced last week. Complete lineup includes American Pop Corn through George H. Hartman Co., Chicago, and Frito, through Tracy-Locke Co., Dallas for *Breakfast Club; Good Housekeeping* magazine through Grey Adv., New York, for the *Jack Paar Show;* Magla Products (ironing board covers), Newark, through Edward Lieb Adv., Newark, for *Breakfast Club;* Renuzit Home Products Co., Philadelphia, through Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, for the *Jack Paar Show,* and Seven-Up Co., St. Louis, through J. Walter Thompson Co., Chicago, for *Breakfast Club.*

Bendix Home Appliance Line Sold By Avco Mfg. Corp. to Philco Corp.

THE SALE of Avco Mfg. Corp.'s Bendix home appliance line to Philco Corp. effective tomorrow (Tuesday) [B•T, Nov.5] was confirmed last week by Victor Emanuel, chairman and president of Avco.

Mr. Emanuel noted that the agreement does not include sale of his firm's Nashville plant and that Bendix laundry equipment will be manufactured there to Philco specifications. Avco will also make electric ranges for Philco at the Nashville facility. Philco will take over service and warranty obligations on Crosley products and existing Bendix home appliances. Avco has announced that it will discontinue household appliance business to concentrate on other lines.

Kellogg to Alternate on 'Tune'

KELLOGG CO. (cereals), Battle Creek, Mich., last Thursday signed to sponsor CBS-TV's *Name That Tune* on alternate week basis with Whitehall Pharmacal Div., American Home Products Corp., effective with the Tuesday, Nov. 27 teleeast. Agency for Kellogg is Leo Burnett Co., Chicago.

LATEST RATINGS

NIELSEN

TOP RADIO PROGRAMS (TWO WEEKS ENDING OCT. 6)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-A-Week					(Avearge for All Programs)		(571)
1	Dragnet	Anahist Carter Products	Ted Bates Ted Bates	NBC CBS	142	Tues., 8-8:30	1,333
2	Two for the Money	P. Lorillard	Lennen & Newell		201	Sun., 8:30-9	1,143
3	Truth or Consequences	Anahist	Ted Bates	NBC	170	Wed., 8-8:30	1,095
4	People Are Funny	Anahist	Ted Bates	NBC	170	Thurs., 8-8:30	1,048
5	News from NBC	Brown & Williamson	Ted Bates	NBC	173	Tues., 8:30-8:35	952
6	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	905
7	News from NBC	Brown & Williamson	Ted Bates	NBC	173	Wed., 8:55-9	905
8	Adlai Stevenson						905
9	Godfrey's Scouts	Lipton	Young & Rubicam	CBS	161	Mon., 8:30-9	905
10	Henry J. Taylor	General Motors	Kudner	NBC	189	Mon., 8-8:15	857
Evening, Multi-Weekly					(Average for All Programs)		(667)
1	Lowell Thomas	United Service Div. of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,286
2	News of The World	Miles Labs	Geoffrey Wade	NBC	188	Mon.-Fri., 7:30-45	1,238
3	Amos 'n' Andy Music Hall	Brown & Williamson	Ted Bates	CBS	196	Mon.-Fri., 7-7:30	1,190
Weekday					(Average for All Programs)		(1,143)
1	World Series 1956	Gillette	Maxon	MBS	191	Weekdays, 12:45	2,952
2	Helen Trent (2nd Half)	Standard Brands	Ted Bates	CBS	188	Mon., Tues., 12:30-45	1,857
3	Helen Trent (1st Half)	Carter	Ted Bates	CBS	188	Tues., Wed., 12:30-45	1,667
4	Aunt Jenny (2nd Half)	Lever	Foote, Cone & Belding	CBS	197	Tues., Thurs., 1:15-30	1,667
5	Our Gal Sunday (2nd Half)	Standard Brands	Ted Bates	CBS	194	Mon., Tues., Thurs., Fri., 12:45-1	1,619
6	Aunt Jenny	Lever	Foote, Cone & Belding	CBS	197	Mon., Wed., Fri., 1:15-30	1,571
7	Young Dr. Malone (1st Half)	Carter	Ted Bates	CBS	186	Tues., 1:30-45	1,524
8	Young Dr. Malone (2nd Half)	Standard Brands	Ted Bates	CBS	186	Wed., 1:30-45	1,524
9	Helen Trent (1st Half)	Toni	North Adv.	CBS	189	Tues., Thurs., 12:30-45	1,524
10	Nora Drake	Toni	North Adv.	CBS	172	Mon., Tues., Thurs., 1-1:15	1,524
Day, Sunday					(Average for All Programs)		(429)
1	Woolworth Hour	F. W. Woolworth Co.	Lynn Baker	CBS	209	Sun., 1-2	1,286
2	Greatest Story Ever Told	Goodyear Tire & Rubber Co.	Kudner	ABC	340	Sun., 5:30-6	762
3	Robert Trout News	General Motors	Campbell-Ewald	CBS	154	Sun., 10-10:05	714
Day, Saturday					(Average for All Programs)		(762)
1	World Series 1956	Gillette	Maxon	MBS	191	Sat., 12:45	4,000
2	Galen Drake	Pontiac	MacManus, John & Adams	CBS	110	Sat., 10:35-11	1,190
3	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,095

TOP TV SHOWS (TWO WEEKS ENDING OCT. 6)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	† Total Audience Tv Homes Reached (000)
1.	World Series	Gillette	Maxon	NBC	205	Sat., 12:45	20,132
2.	I Love Lucy	Procter & Gamble General Foods	Grey Young & Rubicam	CBS	162 161	Mon., 9-9:30	19,416
3.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	166	Sun., 8-9	17,455
4.	World Series	Gillette	Maxon	NBC	205	Wed., Fri., 12:45	16,437
5.	Sat. Night Spectacular	RCA & Whirlpool Oldsmobile	Kenyon & Eckhardt D. P. Brother	NBC	150	Sat., 9-10:30	14,665
6.	$64,000 Question	Revlon	BBDO	CBS	174	Tues., 10-10:30	14,251
7.	Ford Star Jubilee	Ford Motor Co.	J. Walter Thompson	CBS	175	Sat., 9:30-11	14,024
8.	Climax	Chrysler Corp.	McCann-Erickson	CBS	153	Thurs., 8:30-9:30	13,534
9.	Jackie Gleason Show	P. Lorillard Bulova Watch	Lennen & Newell McCann-Erickson	CBS	172	Sat., 8-9	13,459
10.	Disneyland	American Motors American Dairy Derby Foods	Geyer & Brooks, Smith French & Dorrance Campbell-Mithun McCann-Erickson	ABC	176	Wed., 7:30-8:30	13,346

	‡ Average Audience Tv Homes Reached (000)		* Total Audience % Tv Homes Reached		* Average Audience % Tv Homes Reached
1.	I Love Lucy 17,832	1.	World Series-1956-Sat. 54.2	1.	I Love Lucy 48.7
2.	Ed Sullivan Show 13,836	2.	I Love Lucy 53.0	2.	Ed Sullivan Show 37.8
3.	World Series-1956-Sat. 13,647	3.	Ed Sullivan Show 47.7	3.	World Series-1956-Sat. 36.8
4.	$64,000 Question 12,931	4.	World Series-1956-W & F 44.9	4.	$64,000 Question 35.0
5.	G. E. Theater 11,385	5.	Sat. Night Spectacular 40.8	5.	G. E. Theater 31.6
6.	Lineup, The 11,310	6.	Ford Star Jubilee 39.9	6.	$64,000 Challenge 31.6
7.	$64,000 Challenge 11,272	7.	$64,000 Question 38.5	7.	I've Got a Secret 31.4
8.	I've Got A Secret 11,272	8.	Game of the Week 38.1	8.	Lineup, The 31.0
9.	Climax 11,197	9.	Jackie Gleason Show 37.1	9.	Climax 30.6
10.	Jackie Gleason Show 10,858	10.	Climax 37.0	10.	Jackie Gleason Show 29.9

Details on programs in preceding three tables, but not listed in top table.

G. E. Theatre	General Electric	BBDO	CBS	148	Sun., 9-9:30
The Lineup	Brown & Williamson Procter & Gamble	Ted Bates Young & Rubicam	CBS	176	Fri., 10-10:30
$64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. La Roche	CBS	113	Sun., 10-10:30
I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	179	Wed., 9:30-10
Game of The Week	Falstaff Brewing American Safety Razor	Dancer-Fitzgerald-Sample McCann-Erickson	CBS	101 165	Sat.

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.
* Percented rating are based on tv homes within reach of station facilities used by each program.

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Continues on page 60

Folks fall for **WWDC** Radio

"1st in Washington, D.C., 6 A.M. to 6 P.M., 7 days a week"—July-August Pulse

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

The A B C *of paid circulation*

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

Broadcasting • Telecasting for the past 12 months averaged a *paid* weekly circulation of 17,030. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

AUDITED PAID CIRCULATION ABC

VIDEODEX

TOP TELEVISION SHOWS (OCT. 1-7)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	% Tv Homes	No. Tv Homes (000)
1.	$64,000 Question	Revlon	BBDO	CBS	175	Tues., 10-10:30	32.3	11,076
2.	I Love Lucy	General Foods Procter & Gamble	Grey Young & Rubicam	CBS	160	Mon., 9-9:30	31.2	10,589
3.	Jackie Gleason	P. Lorillard Bulova Watch	Lennen & Newell McCann-Erickson	CBS	170	Sat., 8-9	29.3	9,504
4.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	28.9	9,818
5.	President Eisenhower						28.4	9,871
6.	George Gobel	Armour Pet Milk	J. Walter Thompson Gardner	NBC	170	Sat., 10-10:30	26.9	8,734
7.	Studio One	Westinghouse Electric Co.	McCann-Erickson	CBS	100	Mon., 10-11	25.9	—
8.	$64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. La Roche	CBS	115	Sun., 10-10:30	25.3	7,922
9.	Red Skelton	S. C. Johnson & Son Pet Milk Co.	Foote, Cone & Belding Gardner	CBS	100	Tues., 9:30-10	25.2	—
10.	Climax	Chrysler Corp.	McCann-Erickson	CBS	155	Thurs., 8:30-9:30	25.1	8,442
	You Bet Your Life	De Soto	BBDO	NBC	155	Thurs., 8-8:30	—	7,835
	Phil Silvers	R. J. Reynolds Amana Refrigeration	Wm. Esty Maury, Lee & Marshall	CBS	165	Tues., 8-8:30	—	7,782

Copyright 1956 by Videodex

Tootsie Rolls Signs $1 Million NBC Pact

SWEETS Co. of America (Tootsie Rolls), through Henry Eisen Adv., both New York, last week signed a $1 million gross billing order with NBC-TV for 13 alternate-week quarter-hour segments in four of that network's daytime programs.

The purchase was described Thursday by NBC-TV Sales Vice President William R. Goodhart Jr. as the second "major upsweep" in the network's daytime billing in less than a month's time. The first was a $2.5 million (gross) schedule placed by Corn Products Refining Co. through C. L. Miller Co., both New York.

Tootsie Rolls' order calls for alternate-week sponsorship of two Saturday morning children's programs; the 10-10:15 a.m. segment of *Howdy Doody* and the noon-12:15 p.m. segment of *Cowboy Theatre* the first Saturday and from then on, the 11:30-11:45 a.m. segment; alternate Tuesday sponsorship of *Modern Romances* (Monday-Friday, 4:45-5 p.m. EST) and the noon-12:15 p.m. segment of *Tic Tac Dough*, also Tuesdays. The Saturday sponsorships are effective Nov. 24, Tuesday buys Nov. 27. Earlier this autumn, Tootsie Rolls signed to co-sponsor (with Ideal Toy Corp.) NBC-TV's coverage of the annual Macy's Thanksgiving Day Parade this Thursday.

Seaboard Cancels Sponsorship of Walter Winchell News Show

SEABOARD Drug Co., New York, last week canceled its sponsorship of Walter Winchell's news program over Mutual (Sun., 6-6:15 p.m. EST), but signed a new 35-week contract with the network's parent company, RKO Teleradio Pictures Inc., covering sponsorship of programs on Mutual and on the company's owned regional networks and stations.

Starting today (Monday) Seaboard will sponsor, on a Monday-through-Friday basis, the first five minutes of *Parallels in the News* on Mutual (11:05-11:15 a.m. EST); will buy participations on the regional Don Lee and Yankee networks and will launch a saturation spot campaign on WOR New York, WNAC Boston, KHJ Los Angeles and KFRC San Francisco. It was unofficially reported that Mr. Winchell was dropped because he had made "a disparaging remark" about Democratic presidential candidate Adlai Stevenson during coverage of the national elections. Mr. Winchell will continue on Mutual on a sustaining basis, according to an MBS spokesman, who added that "several advertisers have expressed interest in sponsoring the show."

Calif. Start For Hills Instant

HILLS BROS. COFFEE Inc., San Francisco, whose distribution area is limited to the Middle and Far West (with a few isolated markets in the South), last week announced plans to break into the instant coffee line by introducing instant Hills Bros. in California towards the end of this month. Though the firm plans extensive use of both radio-tv spot announcements (with the slogan: "The Hills family invites your family to enjoy a wonderful new instant coffee"), Hills Bros.' agency, N. W. Ayer & Son, New York, said that final plans regarding the number of California markets, stations, and length of campaign had not yet been "completely formalized." Ayer's San Francisco office will conduct the drive.

Prentice Heads New Lever Div.

ROBERT M. PRENTICE, who joined Lever Bros., New York, last March as product manager for Spry (all-vegetable shortening), has been named manager of advertising policy development of the newly-formed Corporate Adv. Services Div. at Lever. Mr. Prentice will be concerned with policies on advertising agency selection and relationships and on the handling of advertising within the company.

WCTV

CHANNEL 6

TALLAHASSEE-THOMASVILLE

WTAL	WKTG	WTYS
1270 Kc	730 Kc	1340 Kc
TALLAHASSEE, FLA.	THOMASVILLE, GA.	MARIANNA, FLA.

Now . . . a 5th JOHN H. PHIPPS BROADCASTING STATION

FULL POWER . . .

WEST PALM BEACH TELEVISION

CHANNEL 5

WEST PALM BEACH, FLORIDA

OWNED AND OPERATED BY JOHN H. PHIPPS BROADCASTING STATIONS

P. O. BOX 3166, TALLAHASSEE, FLORIDA, TELEPHONE 3-3666

— JOHN H. PHIPPS, OWNER —

L. HERSCHEL GRAVES, GENERAL MANAGER

BILL WOODS, NATIONAL SALES MGR.

Radio-Tv Natural Media For Bakers—Llewellyn

RADIO and television are natural media for either local or regional wholesale baking accounts because of their mobility, flexibility and efficient coverage but rate differentials in some markets can be "troublesome" to multi-plant baking firms, Station Representatives Assn.'s midwest chapter was told Tuesday. Robert Llewellyn, advertising manager of American Bakeries Co., addressed the Chicago chapter's monthly luncheon session at the Sheraton Hotel.

A new product can be brought out and moved almost overnight and a "smart plant operator can take full advantage of the 'last-minute-ness' of airwaves media," Mr. Llewellyn said. He added that budget flexibility is needed and that a spot schedule can be doubled or tripled momentarily for a particular promotion.

Mr. Llewellyn also noted differences in operation by one-plant and multi-plant baking operators, with the former group relying on syndicated radio-tv spot and advertising package services for high-quality material. He continued:

"One of the thorns in the side of a multi-plant operator is the presence of local rates in certain of his smaller markets. A local one-plant operator often gets the local rate and the large multi-plant competitor operating in the same market has to pay a higher rate which results in a higher cost per thousand and unfair position for the multi-plant operator. It would be better if both operations were put on an equal basis."

He charged that an "awkward situation" results when "some plant managers start playing footsie with the local station people and recommend through the sales department that they get this or that show or station." Situation "tests the mettle of many an advertising manager," he claimed.

With respect to radio-tv, "frequency is the key word and the contact of the representatives should be, for the most part, through the advertising agency which the client has appointed," Mr. Llewellyn asserted. He urged representatives to "learn" the wholesale baking accounts as a "good bread and butter baseline business for many years to come." He noted that, while budgets are spread evenly over 12 months, "there is room for certain promotions during the year."

Brand Switching Among Smokers Shown in Pulse Survey for WQXR

INCREASED brand switching by cigarette smokers in the New York metropolitan area highlights a new cigarette survey conducted for WQXR New York by Pulse Inc. Findings were released last week of the personal interview survey which covers a random sample of smokers.

Other highpoints: more women and a few more men are smoking; filter tip cigarettes are increasing their hold on the market with men being won over in large numbers; brand switching, particularly great in filter cigarettes, has the men leading the way.

L & M filters was found to be the leading brand of all cigarettes in the total market, with Marlboro, also a filter, in second place. A five-year comparison chart of brands smoked and percentage breakdowns on WQXR listeners and non-listeners who smoke, both men and women, was shown.

King-size filters are the most popular among both men and women, although "regular type" cigarette smokers stick to the standard size as against king size, the survey showed.

COLORCASTING®

Advance Schedule
Of Network Color Shows
(All times EST)

CBS-TV

Nov. 19 (10-11 p.m.) *Our Mr. Sun,* Bell Telephone Co. through N. W. Ayer.

Nov. 21 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Nov. 28).

Nov. 22 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

Nov. 23 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors.

Nov. 25 (1-1:30 p.m.) *Heckle & Jeckle Show,* sustaining.

NBC-TV

Nov. 19 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler, and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Nov. 26, Dec. 3, 24, 31).

Nov. 19-21 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 23, 26-28, 30, Dec. 3-7, 10-14).

Nov. 20 (7:30-7:45 p.m.) *Jonathan Winters Show,* Lewis Howe Co. through Dancer - Fitzgerald - Sample, and Vick Chemical Co. through BBDO (also Nov. 27, Dec. 4, 11).

Nov. 20 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor Co. through Doyle Dane Bernbach (also Nov. 27, Dec. 4, 11, 18, 25).

Nov. 20 (10:30-11 p.m.) *Break the $250,000 Bank,* Lanolin Plus through Russel Seeds (also Nov. 27, Dec. 4, 11, 18, 25).

Nov. 22 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Nov. 29, Dec. 13, 20, 27).

Nov. 23 (8:30-9 p.m.) *Walter Winchell Show,* Toni Div., Gillette Co., through North Adv., and P. Lorillard Co. through Lennen & Newell on alternating weeks (also Nov. 30, Dec. 14, 21, 28).

Nov. 24 (8-9 p.m.) *Perry Como Show,* participating sponsors (also Dec. 1, 8, 22, 29).

Nov. 24 (9-10:30 p.m.) *Saturday Spectacular,* "High Button Shoes," Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt (also Dec. 22, "Holiday on Ice").

Nov. 25 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs (also Dec. 2, 9, 16, 23).

Nov. 25 (9-10:30 p.m.) *Hallmark Hall of Fame,* "Man & Superman," Hallmark Cards through Foote, Cone & Belding.

Nov. 27 (9:30-10:30 p.m.) *March of Medicine,* Smith, Kline & French through Doremus-Eshleman Adv.

Nov. 28 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods through J. Walter Thompson Co. (also Nov. 28, Dec. 5, 19, 26).

Nov. 30 (9-10 p.m.) *Chevy Show,* starring Dinah Shore, Chevrolet through Campbell-Ewald (also Dec. 16).

Dec. 2 (9-10 p.m.) *Alcoa Playhouse,* Aluminum Co. of America through Fuller & Smith & Ross (also Dec. 9, 23).

Dec. 6 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet through Campbell-Ewald.

Dec. 8 (1-2 p.m.) *New Figures of 1957,* Warner Bros. Co. through C. J. LaRoche.

Dec. 10 (8-9:30 p.m.) *Producer's Showcase,* "Festival of Music," RCA and Whirlpool through Kenyon & Eckhardt, and Buick through Kudner.

Dec. 15 (10:30-11 p.m.) *Your Hit Parade,* American Tobacco Co. through BBDO and Richard Hudnut through SSC&B on alternating weeks.

Dec. 16 (7:30-9 p.m.) *Hallmark Hall of Fame,* "The Little Foxes," Hallmark Card Co. through Foote, Cone & Belding.

[Note: This schedule will be corrected to press time of each issue of B•T]

State Pharmacal Plans Drive

A QUARTER million dollars has been allocated by State Pharmacal Co. (dietary supplements), Chicago, for a multi-media campaign during the first three months of 1957, it was announced Wednesday. State has been active in television this past year and recently was acquired by Lanolin Plus Inc. State agency is Olian & Bronner Inc., Chicago.

man about town

If your broadcasting or telecasting station were located in Cloverleaf, Texas, you'd know all about Jim Lloyd of Western Electric. That he's been a member of the community volunteer fire department for 3 years . . . has been its chief for the last year and a half. That he's also a Boy Scout troop committeeman, active in the local civic club and a member of the board of trustees of his church.

For Jim belongs to that special group of people in every town who always seems to find the time and energy to lend a hand in the community's interest. There are thousands like him in Western Electric plants, distribution and installation centers across the country.

We're always delighted when we hear about Western Electric people taking a voluntary part in their communities' affairs. And appreciative, too. We like to feel that one reason we do a good job as the manufacturing and supply unit of the Bell System is that we've been fortunate enough to attract people like these to work for us.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

"A" contour area contains OVER HALF of the population of Washington State and accounts for OVER HALF the retail sales of the state.

. . . and more than 2 million people live in the ENTIRE area covered by KTNT-TV

. . . what's more—

Only KTNT-TV has all five

Of all the television stations in the rich Puget Sound area of Washington State, ONLY KTNT-TV covers all five of the following major cities in its "A" contour:

- **Seattle**
- **Tacoma**
- **Everett**
- **Bremerton**
- **Olympia**

KTNT-TV CBS CHANNEL ELEVEN BASIC

CBS Television for Seattle, Tacoma, and the Puget Sound Area

316,000 WATTS

Antenna height, 1000 ft. above sea level

Represented nationally by **WEED TELEVISION**

Dan B. Miner Dies at 74, Formed Miner Agency in 1911

DAN B. MINER, 74, pioneer west coast agency head, died Nov. 10 in Los Angeles following a heart attack.

Mr. Miner formed The Dan B. Miner Co. in 1911 and served as board chairman of that agency at the time of his death. His company is said to be the first Los Angeles advertising agency to gain recognition by the American Assn. of Advertising Agencies.

MR. MINER

Private services and interment were conducted last Tuesday at Forest Lawn Memorial Park, Los Angeles. Mr. Miner is survived by his wife, Susan C. Miner.

Merrill Retires as Y&R V.P.; Richardson Succeeds in S. F.

EDWARD A. MERRILL, vice president and manager of Young & Rubicam's San Francisco office, last week announced his retirement from both Y&R and the agency business, effective Jan. 1. George B. Richardson, Y&R's vice president and contact supervisor at San Francisco, succeeds him.

Mr. Merrill, who joined Y&R in 1931 in New York—managing the San Francisco office since 1948—intends to enter a field apart from advertising. After joining the San Francisco office in 1955, Mr. Richardson, formerly with Foote, Cone & Belding, was made a contact supervisor last April and subsequently was elected a vice president in July.

A&A SHORTS

Mumm, Mullay & Nichols Inc., N. Y., moves to 580 Fifth Ave., New York 36. Telephone: Circle 6-5310.

Betteridge & Co., Detroit, Mich., moves to newly-remodeled offices in Penobscot Bldg., Detroit 26.

Gardner-Jacobson Inc., Tacoma, Wash., changed name to G. W. Gardner Agency. Address remains 721 South Kay St.

Patch & Curtis Adv., Long Beach, Calif., moves to enlarged quarters at 3308 East Broadway. Telephone number is Hemlock 3-4919.

NEW BUSINESS

CBS-TV to present 68th annual Tournament of Roses Parade from Pasadena, Calif., on Jan. 1 (11:45 a.m.-1:45 p.m. EST). Telecast sponsored by Quaker Oats Co., Chicago, through Lynn Baker Inc., N. Y.

Good Housekeeping magazine, N. Y., buying eight 5-minute segments of *Jack Paar Show* on ABC Radio, 11:15-11:30 a.m. EST, five times weekly, Nov. 20 through Nov. 23.

Look at these results: POPEYE

QUADRUPLES RATINGS ON KTLA !

KTLA

Paramount Television Productions, Inc.

5800 SUNSET BLVD. HOLLYWOOD 28, CALIF.

LEWIS E. ARNOLD, JR.
GENERAL MANAGER

Mr. W. Robert Rich
Associated Artists Productions, Inc.
345 Madison Avenue
New York 17, New York

November 6, 1956

Dear Bob:

That Sailor Man of yours certainly has the kind of muscle-power it takes to beat the competition in the Los Angeles area. Our ratings quadrupled when POPEYE took over.

Our ARB average for 7 to 7:30 pm, Monday-Friday, last month, before POPEYE took over, was 1.8. In October, thanks to POPEYE, the ARB average rocketed to 8.4 -- more than four and one-half times as high! On Wednesday, for instance, POPEYE drew a rating of 11.2, topping all six competing Channels, and beating "Back-ground to Danger", "Carveth Wells", "Kit Carson", "Man Called X", "Public Defender", and "Vagabond".

And check this -- POPEYE'S non-duplicated cumulative rating for the week is 20.5 -- the highest of all programs (both national and local) in "competition-tough" Southern California, from sign on to 7:30 pm, Monday through Friday...and equally important, POPEYE reaches the whole family -- nearly 40% ADULTS!

We're so jubilant over these ratings that we wanted to pass the happy word on to you. And needless to say, our sponsors are wearing big grins, too. They include: Gold Seal, American Character Dolls and Farmer John.

Yours for continued success with POPEYE!

Cordially,

Lew Arnold

Lew Arnold

P.S. Incidentally, our Warner Brothers Movie program on Sunday, 7:30-9:pm, drew a very exciting 11.3 average against the best the networks have to offer.

Capture the Audience in YOUR MARKET with Popeye cartoons.

Call or wire today

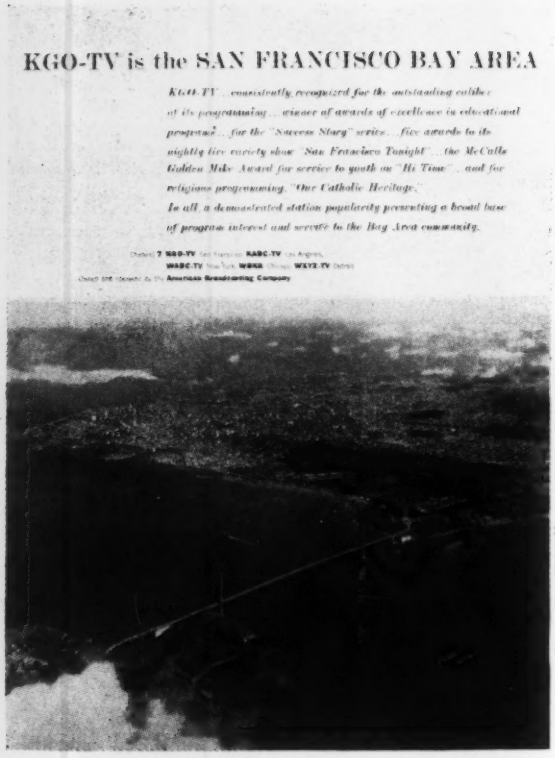
a.a.p.

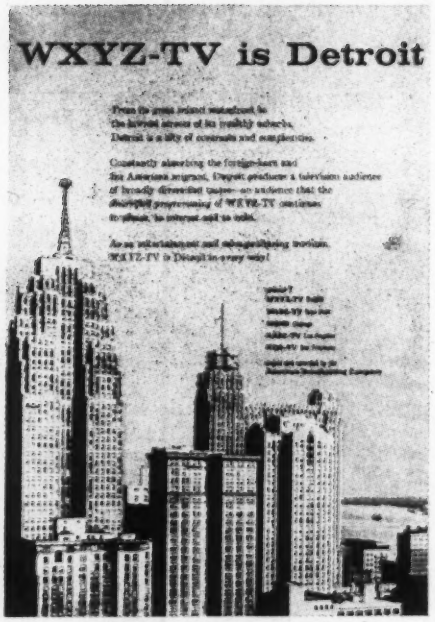
Associated Artists Productions, Inc. (P.R.M. Inc.)

345 Madison Ave., N. Y. C.
MUrray Hill 6-2323

CHICAGO	DALLAS	LOS ANGELES
75 E. Wacker Drive • DEarborn 2-4040	1511 Bryan Street • Riverside 7-8553	9110 Sunset Boulevard • CRestview 6-5886

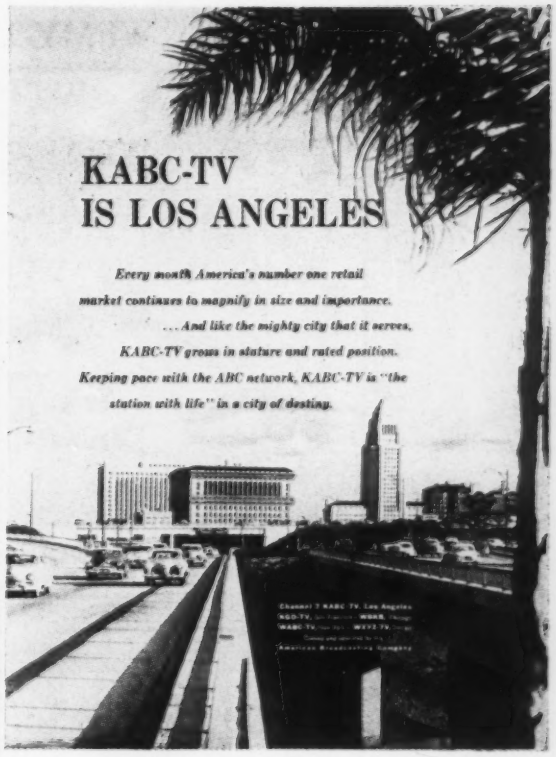
INDIVIDUAL,


KGO-TV is the SAN FRANCISCO BAY AREA
KGO-TV . . . consistently recognized for the outstanding caliber of its programming . . . winner of awards of excellence in educational programs . . . for the "Success Story" series . . . five awards to its nightly live variety show "San Francisco Tonight" . . . the McCalls Golden Mike Award for service to youth on "Hi Time" . . . and for religious programming, "Our Catholic Heritage."
In all, a demonstrated station popularity presenting a broad base of program interest and service to the Bay Area community.
American Broadcasting Company


WXYZ-TV is Detroit

L, YET INSEPARABLE

WBKB
IS
CHICAGO
WABC-TV
KGO-TV
WABC-TV
IS
NEW YORK
More and more, WABC-TV is reflecting New Yorkers' habits and needs. It is an integral part of a complex living pattern that encompasses cliffdwellers and suburbanites.
Paced at a level that reflects the potent ascendancy of the network, WABC-TV is an entertainment and sales-producing medium that truly is New York in every way.
Channel 7
WABC-TV, New York
WBKB, Chicago
WXYZ-TV, Detroit
KABC-TV, Los Angeles
KGO-TV, San Francisco
Owned and operated by the
American Broadcasting Company


KABC-TV
IS LOS ANGELES
Every month America's number one retail market continues to magnify in size and importance.
... And like the mighty city that it serves, KABC-TV grows in stature and rated position.
Keeping pace with the ABC network, KABC-TV is "the station with life" in a city of destiny.

In New York, Chicago, Los Angeles, San Francisco and Detroit, ABC ownership and operation means dedicated service to both advertiser and community.

Combining local tastes with increasingly popular ABC Television Network shows, each operation strives to reflect its market in every way.

Thus, the credo for Channel 7 in these key markets of our country means business and entertainment for the communities which they serve.

abc
television network

WCDA-B • *ALBANY*
WAAM • *BALTIMORE*
WBEN-TV • *BUFFALO*
WJRT • *FLINT*
WFMY-TV • *GREENSBORO*
WTPA • *HARRISBURG*
WDAF-TV • *KANSAS CITY*
WHAS-TV • *LOUISVILLE*
WTMJ-TV • *MILWAUKEE*
WMTW • *MT. WASHINGTON*
WRVA-TV • *RICHMOND*
WSYR-TV • *SYRACUSE*

Harrington, Righter and Parsons, Inc.
The only exclusive TV national representative
New York
Chicago
San Francisco
Atlanta

Media Buyer Sold on Audit Bureau of Circulations

ROGER C. BUMSTEAD
Media Director
MacManus, John & Adams, Inc.

Mr. Bumstead, upon noting that Broadcasting • Telecasting had become a member of the Audit Bureau of Circulations, wrote as follows:

"B•T's admission to the Audit Bureau of Circulations is a significant milestone in your history. As a Media Director, A.B.C. membership is perhaps the most meaningful and significant yardstick of a publication's standing in its field."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.

ADVERTISERS & AGENCIES

Miles Labs (Alka-Seltzer), Elkhart, Ind., buys alternate weeks on ABC-TV's *Broken Arrow*, Tues., 9-9:30 p.m. EST, effective Dec. 11. General Electric is other sponsor.

Ohio Oil Co., Findlay, to sponsor Ziv Television Programs' half-hour tv *Men of Annapolis* film series in 13 midwestern markets, raising to 73 total markets sold to date. Starting date for series is mid-January. Agency for Ohio Oil is N. W. Ayer & Son, N. Y.

A&A PEOPLE

Shelton R. Houx, vice president and general manager, J. M. Hickerson Inc., N. Y., elected director.

Robert Durham, assistant to president of Kenyon Eckhardt, N. Y., appointed senior vice president in charge of business development at Ruthrauff & Ryan, same city.

Roger M. Johnson, research head, Erwin, Wasey & Co., L. A., to vice president in charge of media and research.

William F. Craig, director of television, Proctor & Gamble, N. Y., to radio-tv department, William Morris Agency, same city, effective Nov. 15.

Stephens Dietz, vice president and chairman of marketing plans committee, Kenyon & Eckhardt, N. Y., appointed acting promotion director. He succeeds Hal Davis, resigned to join Grey Adv., New York, as vice president of radio-tv [B•T, Nov. 12].

Calvin Vincent, formerly with Graybar Electric Co., to Kenyon & Eckhardt, L. A., as account executive.

Leonard Bridges, account executive, BBDO, N. Y., to Needham, Louis & Brorby Inc., same city, in similar capacity.

Henry A. Browe, district sales manager, Sylvania Electric Products, Chicago, to Erwin, Wasey & Co., same city, as account executive in charge of electrical appliance accounts.

Dennis Stone, public relations account executive, D'Arcy Adv. Co., N.Y., to Grant Adv. Inc., Chicago, as regional public relations account executive on Florists' Telegraph Delivery Assn. account. **A. Chesley Wilson,** with Carl Byoir & Assoc., to Grant as public relations director in Miami office.

Jack MacDonald, market-sales promotion consultant, Madison, Wis., to Grant Adv. Inc., Chicago, as account executive specializing in package goods.

Donald G. Harris named account executive at Hadlock & Assoc., Hollywood.

John F. McNeely, account supervisor, West-Marquis Inc., L. A. to Buchanan & Co., S. F. as senior account executive and group supervisor for Tidewater Oil Co.

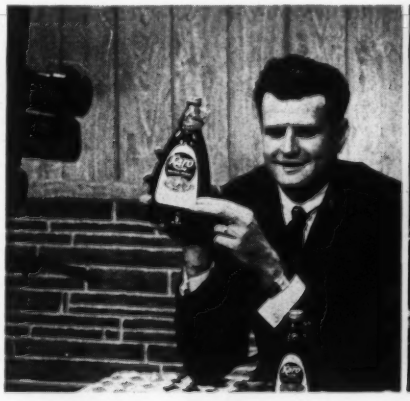
Chuck Rivers, formerly with Roche, Eckhoff & Lee, L. A., to Thomas M. Cavanaugh Adv., same city, as account executive and public relations director.

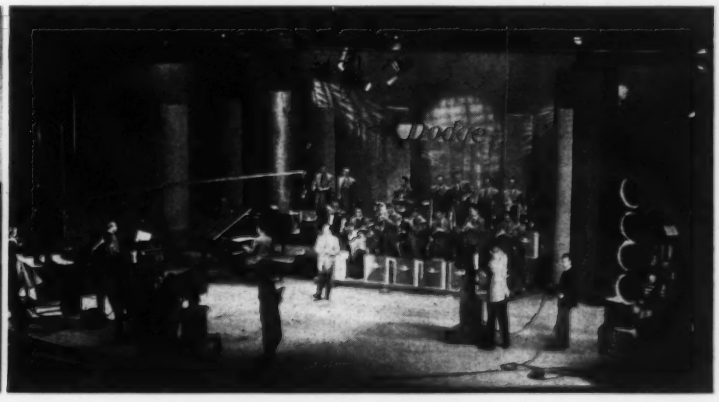
THE TIMEBUYER ASKS . . .

"Can KTRK-TV handle live production?"

A GOOD QUESTION that every smart timebuyer must cover on every station he buys. He knows that an accurate measure of a station's general effectiveness lies in its "production reliability."

Benton & Bowles timebuyer Michael Donovan, right, gets the KTRK-TV story from Jack Peterson of the George P. Hollingbery Company.





The big studios with "flying sets" spaced progressively in the production time schedule are a model of smooth efficiency, and the public knows they are watching the best when they see the friendly family station man put the smile into his "sell." Complete "production reliability" helps to make KTRK-TV the best television buy in Houston.

KTRK-TV production has handled everything from live local spots to the origination of the Lawrence Welk show for the ABC network. A six camera station with a staff that knows how to use them, KTRK-TV offers the finest facilities and smart, alert technicians and talent—just the right combination of experienced "old pros" and well-trained, eager, imaginative youngsters.

KTRK-TV

THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC

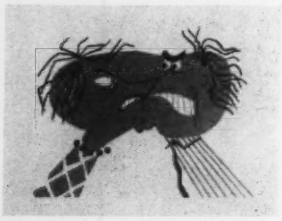
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett

NATIONAL REPRESENTATIVES:
GEO. P. HOLLINGBERY COMPANY, 500 Fifth Avenue, New York 36, New York

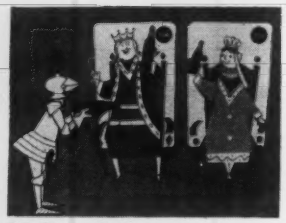
NEW YORK FILM FESTIVAL WILL ACCENT 'BOOMLET' INDUSTRY ON EAST COAST

Shamus Culhane Studios
Halo Shampoo

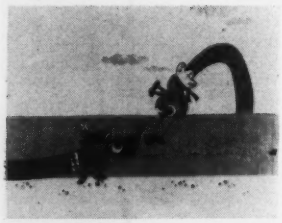
Television Graphics
Bond Bread



UPA
General Electric

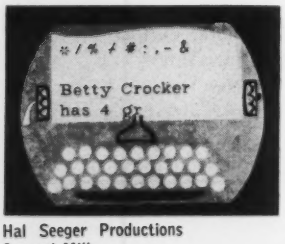


Bill Sturm Studios
Coca-Cola



Academy Pictures
Beech-Nut Gum

Transfilm Inc.
U. S. Rubber Co.



Hal Seeger Productions
General Mills

TELEVISION has touched off a scarcely noticed economic boomlet in New York that has tripled the size of the film cartoon business there in the past 10 years and is currently adding an estimated $3 million a year to its take.

This upsurge in the film animation business is credited almost exclusively to the emergence of television and the resultant need for commercials. And individuals and companies in New York who have benefited most by this expansion—film animation companies and their employes—have joined forces in a special one-day film festival, "Animation One," to be held Nov. 26 at the Hotel Pierre in New York.

Formal sponsors of the festival are the 450 members of the Motion Picture Screen Cartoonists Local 841 (IATSE) in New York but extensive cooperation has been forthcoming from 21 of the larger film animation producers, who employ the union member animators. They have pledged financial support if expenditures for "Animation One" exceed a certain sum.

The union and the producers view the event as a signpost of management-labor cooperation for their mutual benefit. Advertisers, agencies and the public are invited to attend the festival, at which photographic displays of producers' cartoon commercials will be exhibited and a 90-minute film, consisting of product from the 21 participating companies, will be shown.

The festival is regarded as a "showcase" of the industry's creative talent, as well as a measuring rod of the expanded scope of the field. As one producer told B•T: "If the festival only serves to show some of the agency people that animation in New York isn't small potatoes, I'll be more than satisfied."

Hollywood Dwarfs New York

The field in New York always had been dwarfed by Hollywood's animation colossi. Thirteen years ago, when film animator Pepe Ruiz journeyed from Hollywood to New York, there were about 150 employes in the animation field, engaged in theatrical cartoons at Terrytoons in New Rochelle, N. Y., and with Paramount's Famous Studios in New York. Mr. Ruiz decided to remain in New York as organizer, and later became business manager (and still is) of the Motion Picture Screen Cartoonists Local 841, which has grown to 450 members.

Mr. Ruiz estimated that 100 employes currently are engaged in theatrical animation fields and the remaining 350 in television. The union has contracts with 40 producer-employers today, numbering among them such larger companies as UPA Pictures, Academy, Transfilm, Bill Sturm Studios, Pelican and Television Graphics.

A decade ago probably less than $100,000 was spent on production for animated film commercials in New York. Today, a consensus of industry leaders is that the gross production figure exceeds $3 million and promises to edge up gradually.

Though some of the leading New York producers are engaged in both live action and animation work, they acknowledge that cartoons have certain distinct advantages for advertisers. Among the strong points of animation, as opposed to live action, cited by several producers were: they are more durable in that they can be repeated on television and not "wear out" the viewer; they put over a sales point more effectively and in a more entertaining way; they are disposed to make a more favorable impression on viewers because they tend to be "soft sell"; they may be more economical over the long pull because they are not bound by the "repeat usage" payment of the Screen Actors Guild except for off-stage voices; they can portray certain physical actions that cannot be done with live action and can utilize caricature and abstractions.

The initial cost of an animated commercial is substantially higher than for a comparable live action film announcement. Though several producers told B•T it is difficult to make an all-inclusive comparison between the two approaches, it is reasonable to say that where an "average" one-minute live action commercial may cost about $4,000, a similiar one in animated form will run about $10,000. They point out, however, that the durability of the animated commercial may lower the overall cost.

Shortage of Skilled Personnel

One condition plaguing the animation field in the east is the shortage of skilled personnel. Its emphasis on commercials, as contrasted with theatrical films in Hollywood, is a factor that is not conducive to a training program for embryonic artists, according to Mr. Ruiz. He explains that since commercials must be produced speedily, the producer usually does not have the time to train a talented but untutored artist. CBS-Terrytoons recently started a school to train animators in New York.

The outlook for the animation field in New York is viewed as "rosy" by both producers and union. (Hollywood, of course, is still the mecca of the animation field as a whole, with 250 employes in television work exclusively, an additiional 250 working on both television and theatrical cartoons and 450 engaged exclusively in theatrical films. Expert opinion as to the annual gross for tv animation in Hollwood varies anywhere between $2.5 and $5 million). The proximity of the advertising agencies in New York to producers has contributed to the expansion of animation business in the East, but producers are cautious about speculating as to whether New York will become the animation capital in commercials, leaving Hollywood to dominate theatricals, as the animated commercial business also has grown in the west.

The general feeling is that business has been just fine to date, and that "Animation One" should provide food for thought for agencies that have gone west—instead of east—for their tv requirements.

Ridin' Ropin' Sellin'

the GENE AUTRY SHOW

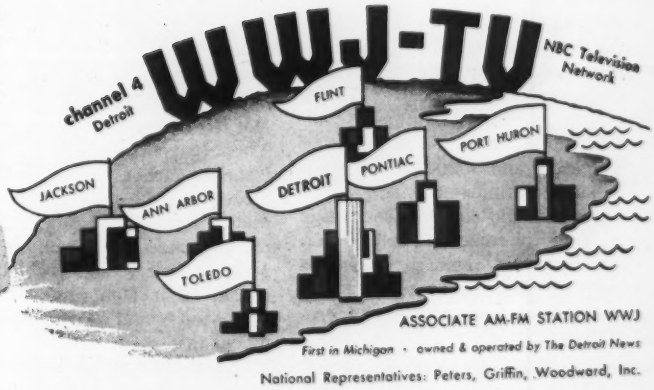
steered by WWJ-TV's "Cactus Dan"

5:30 Every Weekday Evening

Family entertainment at its best, this classic western adventure series is just the buckaroo to corral greater sales in Detroit and Southeastern Michigan.

To the proven appeal of Gene Autry, Champion, Pat Buttram, and the rest of the Flying A gang, WWJ-TV has added an important *live* local extra: "Cactus Dan" Edwards who has won thousands of loyal fans with his own program.

Scheduled between NBC's "Comedy Time" and WWJ-TV's long-established "Six O'Clock News and Sports", it's a sure-as-shootin' big buy in big-buying Detroit. Phone, wire or write for participation availabilities.



National Representatives: Peters, Griffin, Woodward, Inc.

Lever Project Enlists Natl. Tv Film Council

LEVER BROS' project to upgrade television film commercial quality [B•T, Nov. 5] gained another ally last Thursday when the National Television Film Council pledged the support and assistance of its membership, covering producers, distributors, advertising agencies, stations, laboratories and networks.

NTFC's cooperation was given at the end of a council luncheon meeting, at which representatives of Lever and three of its six agencies outlined the objectives of the project. John J. Schneider, president of NTFC, appointed four members to serve on a committee for the undertaking, which has been taking shape under the guidance of Lever Bros. Named to the committee were: Dr. Thomas T. Goldsmith, NTFC board chairman and television consultant to RCA and other companies; Mel Gold, president of Mel Gold Productions; Lou Feldman, Du Art Film Labs and Joe Dougherty, DuPont films. The committee is designed to make recommendations to improve tv film quality.

Richard Dube, assistant program manager of Lever Bros., described the genesis of the project. The need for ameliorating film commercial quality by improving both production and transmission facilities and techniques, he said, originally was discussed during a private session two weeks ago at Lever House in New York among agency executives, film producers, network officials and others.

Though originally confined to Lever and its agencies, this film quality improvement undertaking has been broadened in scope so that it eventually is expected to become an industry-wide project, Mr. Dube said. He revealed that TvB has pledged assistance to impress upon tv stations the need for using satisfactory equipment, particularly 35 mm projectors, so that transmission can be improved.

Mr. Dube claimed that a tv film gives a "two-dimensional quality" and a live program "a three-dimensional quality." He acknowledged that in many instances film is more economical and efficient than live tv, but added that a film commercial of "poor quality" may be more costly in the long run in that it fails to achieve the advertiser's objective of helping to sell products.

The areas for improvement in standards by film producers were discussed by Philip (Les) Tomlin, associate director of radio and tv for Ogivly, Benson & Mather. He advanced the possibility that new standards be set up for lighting and sound quality, and suggested that experimentation might be needed to ascertain the effect of set design on lighting. With reference to sound, Mr. Tomlin indicated that research might be conducted to learn if faulty sound emanates from the network and stations or the producer or both (transmission or production).

Fred Raphael, coordinator of tv films, J. Walter Thompson Co., described the problems of film quality resulting from transmission difficulties, particularly at the station level. Mr. Raphael contended that stations in major markets should be equipped with 35 mm projection equipment, and in smaller markets should have, at least, "workable equipment." He insisted that many tv stations did not handle film prints from J. Walter Thompson with care, and many were returned to the agency "in a damaged condition" prohibiting re-play.

Marshall G. Rothen, film supervisor, Kenyon & Eckhardt, offered a summary of committee activities to date including the organizations which have pledged support, and touched upon some of the problems on which the committee needs information. Among the groups which are cooperating in the undertaking are the Film Producers Assn. of New York, and among those approached is the Academy of Television Arts & Sciences.

Schwimmer, DeMet Plan To Film Golf Series for Tv

PLANS for a new 26-program tv series, *All-Star Golf*, have been completed by Peter DeMet, Chicago film producer, it was announced Tuesday by Walter Schwimmer Co., syndication firm.

The series will be filmed at an estimated cost of $600,000 and distributed by Schwimmer to stations early in 1957, utilizing system of head-to-head matches used in Mr. DeMet's *Championship Bowling* series. Each match will consist of complete 18-hole competition condensed into a one-hour film, claimed to be the first of its kind on television. Winner will remain on series until defeated in competition.

Films will be shot on location in Phoenix and Tuscon, Ariz., starting this week and featuring Sam Snead, Cary Middlecoff and other top golfers who will compete for $78,000 in prize money. Winner of each match is decided on basis of medal play, and each will receive $2,000, the loser getting $1,000. Bonus prizes include $10,000 for a hole in one and $500 for an eagle.

Filming assignment will be handled by personnel responsible for *Championship Bowling* series and members of Walter Schwimmer Co. Series will be directed by Sidney C. Goltz, with assistance of Arthur E. Pickens Jr., Schwimmer program director, and Don Zabel.

NBC-TV, Tarbox, Bagnall Named In $500,000 Film Suit by Roach

A LAW SUIT for $500,000 has been filed in the U. S. District Court at Los Angeles by Hal Roach Studios and Onyx Pictures, New York film distributor, charging NBC-TV, Charles Tarbox and his Film Classic Exchange and George Bagnall & Assoc. with mutilating and "pirating" old theatrical two-reelers made by Roach. The suit claims Messrs. Tarbox and Bagnall gained access to old silent films and made unauthorized prints for tv and charges copies were poorly made, title cards omitted and unauthorized sound tracks added. NBC-TV was cited for having the films despite alleged warnings from Roach and Onyx. They include old Our Gang, Charlie Chan and some Laurel and Hardy and Will Rogers comedies.

A DEAL by which CBS-TV stations in New York, Chicago, Milwaukee and Hartford acquire more than 725 pre-1949 MGM feature films, is sealed by Merle S. Jones (l), who will assume the office of president of CBS Television on Jan. 1, and Charles C. (Bud) Barry, vice president in charge of television for Loew's Inc.

WSB-TV Becomes 20th Outlet To Buy MGM Feature Library

SALE of the MGM library of more than 700 feature films to WSB-TV Atlanta was announced last week by Charles C. (Bud) Barry, vice president in charge of television for Loew's Inc. [CLOSED CIRCUIT, Nov. 12]. Price for seven-year lease of the library was estimated at more than $1 million.

It was the 20th sale of the MGM package over the past 90 days, according to Mr. Barry. The sale was negotiated by C. Pete Jaeger of MGM-TV and Jean Hendrix, WSB-TV film director.

Beckwith Joins Natl. Telefilm As Business Development Head

AARON BECKWITH, vice president in charge of the MCA-TV Ltd. New York office since 1954, has joined National Telefilm Assoc. as director of business development, NTA Sales Vice President Harold Goldman announced last week. In his new post, Mr. Beckwith will be in charge of the new syndicated shows being produced for NTA by 20th Century-Fox as well as other NTA syndicated properties.

Before joining MCA-TV, Mr. Beckwith was national sales director of United Television Programs, as well as vice president of Gross-Krasne Productions Inc. Before he entered the syndication field, Mr. Beckwith was a salesman with WSYR Syracuse, N. Y., and assistant sales manager, commercial sales manager and program director at WAGE Syracuse, N. Y.

Gold Acquires Telson Studios

ACQUISITION by Mel Gold Productions, New York, of the studio and equipment of Telson Studios, Long Island City, N. Y., was announced last week by Melvin L. Gold, president. The studio will be operated under

WRR *plus* KXOL

DALLAS FT. WORTH

a great combination in North Texas

PROUDLY ANNOUNCES

the appointment of

AVERY-KNODEL
INCORPORATED

as exclusive national representative

effective December 1, 1956

NEW YORK
720 Fifth Avenue
JUdson 6-5536

ATLANTA
41 Marietta St., N. W.
Jackson 3-2545

DALLAS
320 Fidelity Union Life Bldg.
Prospect 7-7330

DETROIT
1446 National Bank Bldg.
Woodward 1-9607

SAN FRANCISCO
235 Montgomery St.
Yukon 2-2053

LOS ANGELES
3325 Wilshire Blvd.
Dunkirk 5-6394

CHICAGO
75 E. Wacker Drive
Andover 3-4710

the name of Mel Gold Studios Inc., a wholly owned subsidiary of Mel Gold Productions.

The studio, Mr. Gold said, provides 60 by 60 ft. of clear shooting space, with a 22-ft. ceiling. Martin Rich, production supervisor for Mel Gold Productions, will function also as studio manager of the new facilities, which will be made available to other producers on a rental basis.

650 Brittanica Films Sold to Westinghouse

WESTINGHOUSE BROADCASTING Co. has signed a five-year agreement for the entire library of 650 Encyclopedia Brittanica Films, for its four tv stations. The price was approximately $250,000.

WBC President Donald H. McGannon, who is announcing today (Monday) the contract with Trans-Lux Television Corp., distributor of the films, said Westinghouse thus becomes the first broadcaster to sign for the entire Brittanica film library. In addition to the 650 films now in the library, Encyclopedia Brittanica Films is making new films at the rate of about one a week, and these also will be turned over to the WBC stations as they become available.

Mr. McGannon said the films will further help the Westinghouse stations, which have emphasized special educational programming, in following the policy of "entertain while you enlighten, and enlighten while you entertain."

WBC plans to integrate the films—which cover a wide range of subjects—throughout all categories of its stations' programming.

Former Sen. William Benton, board chairman of Encyclopedia Brittanica Films Inc., called the contract "a great step forward in television programming." He said, "We share the confidence of Westinghouse that American audiences want more from television than entertainment programs, even at their present high level of excellence."

The contract was negotiated by Richard Carlton, vice president in charge of sales for Trans-Lux, with William Kaland, WBC national program director, and the program directors of the WBC stations (WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX [TV] San Francisco).

Although this is the first sale of the entire library to a single broadcast entity, a number of stations have bought various portions of the package.

TPA Sells to Langendorf

PURCHASE by Langendorf United Bakers, San Francisco, of Television Programs of America's *Hawkeye and the Last of the Mohicans,* is being announced today (Monday) by Michael M. Sillerman, TPA's executive vice president.

The film will be seen after the first of the year in San Francisco, Los Angeles, Stockton, Portland, Seattle and other West Coast tv markets. Langendorf's agency, Compton Adv., same city, is currently lining up station availabilities.

Thomas W. Sarnoff Elected Calif. National Prods. V.P.

THOMAS W. SARNOFF, director of business affairs for NBC's Pacific Div., was elected a vice president of NBC's subsidiary California National Productions last week at a meeting of the board. Mr. Sarnoff also is a director of CNP.

MR. SARNOFF

The resignation of Alan W. Livingston as president and the election of Joseph Kubin, assistant controller, NBC's Pacific Div., as assistant treasurer of the subsidiary, were respectively accepted and approved formally. Mr. Livingston resigned to become vice president of NBC's tv network programs on the West Coast. Robert D. Levitt, vice president and general manager, now heads California National, directing the operation from New York.

FILM SALES

Guild Films Co., N. Y., announces first six sales on *Kingdom of the Seas,* half-hour color documentary of underwater adventure, to WPIX (TV) New York; KCCC-TV Sacramento, Calif.; KMJ-TV Fresno, Calif.; KHQ-TV Spokane, Wash.; WBNS-TV Columbus, Ohio, and KVOS-TV Bellingham, Wash.

Sterling Television Co., N. Y., reported a series of sales, including *Invitation Playhouse* to WFBM-TV Indianapolis, WCKT (TV) Miami, WSLS-TV Roanoke, Va. and WGAN-TV Portland, Me. and *I'm The Law* to WNBQ-TV Chicago, KABC-TV Los Angeles and WBRC-TV Birmingham.

Barry-Grafman & Assoc., Chicago, announces sale of *Laurel & Hardy* comedy series to following stations: KWWL-TV Waterloo and KTVO (TV) Ottumwa, Iowa; WDSM-TV Duluth, Minn.; KOMU-TV Columbia, Mo. and WBAY-TV Green Bay, Wis.

INS-Telenews signed contract with Osaka Television Broadcasting Corp. in Japan to begin service with *Telenews Daily Newsfilm, Telenews Weekly News Review,* and *This Week in Sports* on Dec. 1.

American Home Products Corp., N. Y., has purchased 16 five-minute segments in following CBS Radio programs: *Amos 'n' Andy, Juke Box Jury, Mitch Miller Show, Bing Crosby Show* and *Robert Q. Lewis Show.* Agency: Young & Rubicam, same city.

Sportlite Inc., Chicago, announces sale of *Bud Wilkinson Show* film series to A. A. Schneiderhahn Co. (Zenith radio-tv distributor) for sponsorship on KWWL-TV Waterloo and KTVO (TV) Ottumwa, both Iowa, before NCAA Saturday football telecasts on NBC-TV.

FILM DISTRIBUTION

RCA Recorded Program Services, N. Y., announces Hans Christian Andersen's "The Little Match Girl," 30-minute tv film produced for Christmas showing, has been released for fourth consecutive year.

Trans-Lux Television Corp., N. Y., offering to tv stations four special Christmas programs: "Night Before Christmas," "Christmas Through the Ages," "Christmas Rhapsody" and "Santa and the Fairy Snow Queen."

National Telefilm Assoc., N. Y., is making available to television stations three special Christmas programs—*A Christmas Carol,* narrated by Vincent Price and starring Taylor Holmes as Scrooge; *Man's Heritage,* featuring Raymond Massey, and *The Lamb In The Manger.*

FILM PEOPLE

Harry Walsh, producer, named vice president in charge of Van Praag Productions, which has opened new offices at 3143 Ponce de Leon Blvd., Coral Gables, Fla.

Vic Brown, Kling Film Productions, Chicago, resigned, to Academy Film Productions, same city, sales staff. **Richard Hertel** joins Kling as production manager, **Carl Nelson** as chief editor and **Art Ellis** to firm's editorial staff.

William Spier appointed producer-director, Ziv Television Programs, Hollywood.

Lewis Gomavitz, director of ABC-TV *Kukla, Fran & Ollie,* appointed production supervisor at Colmes-Werrenrath Productions, Chicago. He continues directing of network series.

Zoli Vidor, A.S.C., motion picture and tv film photographer, joins MPO Television Films Inc., N. Y., as producer-director-cameraman.

Ned Land, formerly president of Station Promotions Inc., packaged television promotions, and **Robert Mooney,** previously with Guild Films Co., N. Y., to sales staff of C&C Television Corp.

Clyde Wood, Ruthrauff & Ryan Inc., to Fred A. Niles Productions Inc., Chicago, as art director.

Margie Thomas, publicist, to McCadden Productions, Hollywood, publicity department.

Furth Ullman, production designer, NBC-TV spectaculars, signed by All World Productions Inc., Hollywood, in similar capacity and as associate on *Adventure USA,* film series. He will continue with NBC as contract is non-exclusive.

Howard Lazarus, assistant editor, Transfilm Inc., N. Y., father of girl, Pammi Joy, last month.

NIELSEN CONFIRMS KCMC-TV AREA DOMINANCE

1. KCMC-TV registers coverage in **32** counties in **4** states
2. KCMC-TV has **monthly** circulation **96%** or higher in 23 counties!
3. KCMC-TV has **weekly** circulation **90%** or higher in 23 counties!
4. KCMC-TV has **daily** circulation **70%** or higher in 23 counties!

The 32-county area contains 197,000 homes with 88,450 TV homes—not including the home county of any other TV station

The Powerhouse of the Southwest

KCMC-TV

CBS abc

Walter M. Windsor
General Manager

CHANNEL 6
Texarkana, Texas–Arkansas

Richard M. Peters
Dir. Natl. Sales & Promo.

MAXIMUM POWER—100,000 WATTS
Represented by Venard, Rintoul & McConnell, Inc.

ALL FACETS OF MEDIA PROMOTION DISSECTED AT FIRST BPA SEMINAR

- **Group officially christened Thursday evening**
- **First sessions Friday attended by 300**
- **Leonard Kent, Don Nathanson among top speakers**

RADIO-TV promotion executives formed their own professional organization over the weekend at Chicago, meeting Friday and Saturday at the Sheraton Hotel to discuss common problems among themselves and listen to the views of agency, advertiser, representative, research and other members of allied professions who offered valuable suggestions and frank criticism.

Programming of the new Broadcasters Promotion Assn. meeting took the form of a seminar, with views exchanged on time selling, sales promotion, market selection, audience rating, audience promotion, merchandising and research. Promotion delegates were told:

• By agency executives of the need for more qualitative research to measure effectiveness of advertising and sales messages; more exploitation of programs by sponsors, networks and local stations, and more merchandising aids to influence selection of a medium.

• By an advertiser that merchandising is only one part of the marketing pattern and stations are better equipped to offer such service as they gain stature in their community.

• By station representatives that the representatives should assess agency size and personnel differences, gearing approaches to timebuyers and account executives; that advantages of spot advertising should be emphasized with the support of adequate station information; that stations should supply complete material on their operations, and that wholesalers should be cultivated but not over-sold.

• By a station manager that the current outpouring of feature films opens a new vista for tv but that "sound and prosperous networks" will continue to be the backbone of programming and of the industry itself.

Kent, Nathanson Speak

Speakers at the two-day meeting included Leonard Kent, vice president and research director of Needham, Louis & Brorby, Chicago, and Don Paul Nathanson, president of North Adv.

Attendance reached nearly 300 as sessions got underway Friday morning, following official christening of BPA during an informal reception the previous afternoon and evening. After preliminary meeting devoted to BPA committee appointments, by-laws and objectives, services, and membership and dues structure, a seminar was held with time sale promotion discussions relating to national-regional and local accounts and national-local co-op situations.

David Partridge, advertising and sales promotion manager, Westinghouse Broadcasting Co., moderated a panel including Donald D. Davis, newly-elected president of KMBC-AM-TV Kansas City; Frederick Gregg, account executive, Young & Rubicam, New York, and Dee O. Coe, president-general manager, WWCA Gary, Ind.

Larry Webb, managing director of Station Representatives Assn., presided over a session with speakers from four sales representative organizations. Talks touched on differences in selling radio and tv time, and importance of station contact and promotion among local and regional brokers, distributors and jobbers.

Arthur W. Bagge, midwest radio sales manager of Peters, Griffin, Woodward, warned that "familiarity and frequency of contact" with timebuyers should not lead to assumption "the buyer knows all about our media" and stressed emphasis of spot advantages.

The client wants to know, Mr. Bagge said, whether a representative can sell his product effectively and economically; can justify claims with authoritative facts; can offer a concrete plan for use of facilities; can show success stories with similar products, and understands his merchandising-marketing problems "if only superficially."

Dudley Brewer, manager of radio-tv department, The Branham Co., Chicago, said "no amount of super-salesmanship can substitute for adequate material," alluding to such station data as coverage, ratings, personalities, cost-per-thousand, merchandising and sales results. Type of promotion and tools depends on the station's determination of what it is trying to sell, he pointed out.

Stations should regularly furnish representatives with program logs, coverage maps, market data, rate cards, program writeups, success stories, and newspaper-magazine reprints and other promotion fodder, Mr. Brewer said. On coverage maps he warned:

"Don't draw too imaginary circles around half-dollars and say, 'That's our coverage.' You will only make your station look ridiculous by giving out false or unfounded information."

In submitting market data stations should list by counties number of sets, families, retail-drug-grocery sales to accommodate advertisers interested only in limited coverage, he said. The representative also should know station superiority in set-family numbers over other stations in the market, and counties and cities covered by his particular station and not by competitors, as well as peak hours of audience availability and source for market data, Mr. Brewer said:

Dwight S. Reed, vice president, H-R Representatives Inc., felt importance of a station contact and promotion among local and regional brokers, jobbers and distributors cannot be "over-emphasized," pointing out they are in many cases local representatives of advertisers and "can often spell the difference between a successful advertising campaign and a failure." If properly advised and used, Mr. Reed observed, they can assist in "obtaining retail enthusiasm" for the products advertised.

"If you should have a wholesaler in your market who does an unusually large business, you will find he can virtually dictate the media selections," he said. "If you have several large wholesalers on various products . . . you will find their recommendations receive a great deal of importance to many manufacturers, because if they are doing a great job the manufacturer wants to keep them and he wants to keep them happy." He warned against courting very large wholesalers to the point they "feel experienced enough to purchase their own radio or television program and then resell it to manufacturers."

Audience measurement service representatives presented capsule evaluations of their respective techniques, with Dr. Seymour Banks, director of media planning and research, Leo Burnett Co., as moderator. These included diary, Audimeter, telephone coincidental and recall methods.

The case for The Pulse Inc. was outlined by Dr. Sydney Roslow, its president.

"If huge ratings were essential to commercial sales effect for the advertiser, radio would have remained a central music box, and television a scientific toy," he said. "A rating is not a 'price tag.' Some of the most successful programs of record have never been in the top category of any kind."

Dr. Roslow also called attention to Pulse's standard aided recall or "memory-jogging" method applied in its technique of associated activities covering the span of a few hours.

Chances for Error Claimed

Aided recall technique makes use of a printed roster which, if simply shown, "would mislead and result in unreliable, fantastic identification," he asserted, and it is necessary to "determine family activity before the roster is used to aid specific recall." He added that "no 'influence' can ever be brought to bear in the objectivity" of findings of interviewers.

A reception co-hosted by B•T and *Advertising Age*, and a tour of WNBQ (TV) Chicago color facilities and banquet wound up Friday activities.

Merchandising pros and cons, relating to advertising, sponsored products, dealer relationships and sponsor audience promotion, took up the first Saturday morning session, with R. David Kimble, account executive, Grey Adv. Agency, as moderator.

Merchandising cooperation is "big business with some stations . . . and it's a significant factor in the sales approach of a lot more," he told BPA delegates, referring to Kenyon & Eckhardt surveys. Agency executives are interested in radio-tv merchandising and product cooperation before signing contracts and admit "that merchandising is the prime factor in influencing the choice of medium," Mr. Kimble said. Citing the "inherent merchandising value" of tv and noting the suggestion that radio stations might

"The Voice of Denver"

KVOD

630 KILOCYCLES · 5000 WATTS

and

"The Voice of Colorado"

THE COLORADO NETWORK

KVOD, Denver, KRAI, Craig, KUBC, Montrose, KSLV, Monte Vista

Proudly announces the Appointment of

SIMMONS ASSOCIATES, Inc.

NEW YORK
509 MADISON AVENUE
MURRAY HILL 8-2821
DAVID N. SIMMONS

CHICAGO
333 NORTH MICHIGAN AVE.
DEARBORN 2-2375
GALE BLOCKI, JR.

As National Sales Representatives

November 13, 1956

have to do twice the job to keep even. Mr. Kimble observed further:

"It's more than coincidence, I believe, that newspapers are considered as having more merchandising value than any other medium (plus the fact that most of them do a superlative merchandising job on top of it) and the fact that newspapers pulled in $750 million from national advertisers last year—compared to $265 for tv spot and $135 million for spot radio."

Dr. Kent scored any "doctrinaire distinction" between good research in broadcast field and in other fields, claiming research "in all cases must be sound and have practical aim." He suggested need for collaboration between stations and research-media people in formulation and specification of research plans.

Dr. Kent appealed for a more "qualitive" approach to research problems, besides audience size estimates. "Before developing marketing data and presenting availabilities, station representatives need to huddle more with advertisers and the agency people to learn the marketing strategy and sales problems of the particular product," he said. "Only then is the station in a position to recommend the ways it can serve the advertiser most effectively and efficiently."

Tailored Research

If representatives get into the early planning stages of local advertising programs, information can be tailor-made to the specific advertiser's needs, Dr. Kent said, and "balanced schedules can be set up without relying on ratings as the sole criteria." The successful promotion executive, he added, will insist on research information that "makes his particular market 'come alive.'"

Audience promotion problems were reviewed in a panel moderated by Gene Godt, promotion director of WCCO Minneapolis, and including Foster H. Brown, promotion manager, KMOX St. Louis; Joe G. Hudgens, promotion director, KRNT-AM-TV Des Moines; Bruce Wallace, WTMJ-AM-TV Milwaukee, and Edward Wallis, advertising and sales promotion manager, KYW-AM-TV Cleveland. They discussed the need for promotion in program department facilities, exploitation, special events, print advertising and publicity.

In his prepared talk Mr. Nathanson said agencies expect anything and everything necessary to move their client's merchandise, including "exploitation" [B•T, Nov. 5].

"When I see all the new tv programs that fail each year, I often wonder if their failure was simply because not enough money was spent to make the public aware of the existence of the show—not enough money spent by the sponsor, by the network, by the individual stations."

He felt networks spend more promotion dollars in "one-shot spectaculars and super shows" than "week-in, week-out long-term shows." He suggested individual stations must look at revenue from local and syndicated shows "and give considerably less thought to the rating figures that a well promoted network show can generate."

A "pat promotion routine" for every sponsor, Mr. Nathanson said, may appear exciting "but it will only move merchandise for those sponsors who have merchandising problems that can fit the tight pattern of your pat program."

Merchandising Lack

R. S. Macdonald, director of advertising, Quaker Oats Co., discussing client wants, stressed that merchandising is part of the overall marketing pattern. Stations have not done a "very good job of developing and selling their potential merchandising ability" and have not taken full advantage of opportunities to build themselves as important civic powers in their respective communities, he contended. Quaker has "great faith" in radio and television as advertising media, he added.

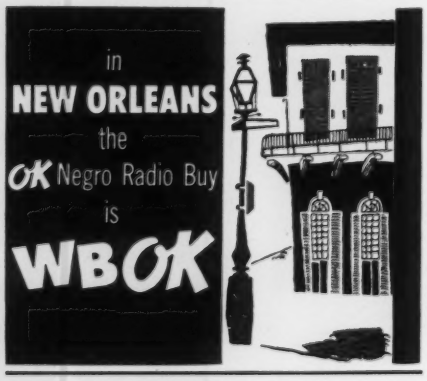
Roundtable discussions on independent radio and uhf tv promotion, as well as trade paper advertising concluded the Saturday morning sessions. Participating were Sam Elber, WERE Cleveland; Robert Van Roo, WXIX (TV) Milwaukee; Roy C. Pedersen, WDAY-AM-TV Fargo, N. D. and Mr. Kimble.

Joe M. Baisch, general manager, WREX-TV Rockford, Ill., in his prepared talk asserted that proper promotion of newly-available feature film packages poses a "real challenge" to the promotion manager. Mr. Baisch warned film vaults will be exhausted some day and "sound and prosperous networks will still be the prime source of our dependency on programming that enables us to serve our communities."

RAB Team Calls on Washington

ANOTHER Radio Advertising Bureau sales "blitz," the seventh in five months, called on key advertisers and agencies in the Washington, D. C., area last week. The four-man unit made about 50 presentations to regional accounts, explaining why they should be spending more of their advertising budgets in radio.

The unit, led by Sherril Taylor, RAB vice president and director of promotion, also included James F. Baker, manager of station service, and sales executives C. L. Richards and John Curry, all of RAB. Other cities visited in the five months by the "blitz" teams: Boston, Chicago, San Francisco, Cleveland, Detroit and Philadelphia. Total regional sales calls: more than 350. Number of advertiser and agency executives hearing radio's story: nearly 900.



RAB BOARD ELECTS BROWN AS CHAIRMAN

- **Approves budget of $820,000**
- **Sets 1957 meeting schedule**

KENYON BROWN of KWFT Wichita Falls, Tex., was elected chairman of the board of Radio Advertising Bureau last Friday in a session in which the board also approved a record $820,000 budget for the Bureau in 1957.

The elevation of Mr. Brown from the chairmanship of the board's executive committee to the post of board chairman, succeeding Joseph E. Baudino of Westinghouse Broadcasting Co., followed the Bureau's annual membership meeting, at which five new board members were named.

MR. BROWN

President Kevin B. Sweeney, Vice President and General Manager John F. Hardesty, Vice President and Promotion Director Sherril Taylor, Secretary William B. McGrath (of WHDH Boston), and Assistant Secretary-Treasurer William B. Morison were re-elected to their RAB posts. John Hayes, WTOP Washington, was elected treasurer.

New board members are Richard D. Buckley, WNEW New York; Alex Keese, WFAA Dallas; Ben Strouse, WWDC Washington; Don Searle, KIOA Des Moines, and Adam J. Young Jr. of the station representation firm bearing his name.

The board also approved RAB's 1957 schedule of meetings, including 60 general sales clinics and its regional management conferences. Apparently taking note of occasional complaints about RAB's failure to participate in NARTB regional meetings [CLOSED CIRCUIT, Nov. 12], the board reaffirmed—without further public comment—that all RAB meetings are limited to RAB members only.

The 1957 budget of $820,000 compares with approximately $790,000 originally allocated for 1956. Currently the bureau is spending at an annual rate of about $800,000 in its all-radio sales promotion activities.

Membership of key committees for 1957, announced by Chairman Brown:

Executive—Ward Ingrim, Don Lee Network, new chairman; Allen Woodall, WDAK Columbus, Ga.; Arthur Hull Hayes, CBS Radio; Matthew J. Culligan, NBC; J. Elroy McCaw, WINS New York, and Donald Thornburgh, WCAU Philadelphia.

Finance—John Hayes, WTOP Washington, continues as chairman; John B. Poor, Mutual; Don Durgin, ABC; Lee Wailes, Storer Broadcasting Co.; Charles Caley, WMBD Peoria, Ill.; Howard Lane, KOIN Portland, Ore., and William B. McGrath, WHDH Boston.

Membership—Frank Fogarty, WOW

*YOU MIGHT RIDE 4,871 WINNERS**—

BUT . . . YOU NEED WKZO RADIO TO COME IN FIRST IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1956
SHARE OF AUDIENCE—MONDAY-FRIDAY

	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	**37%**	**34%**	**32%**
Station B	19	19	19
Station C	8	9	9
Station D	7	7	7
Others	29	31	32
Sets-In-Use	23.0%	23.0%	19.4%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

You don't need a form sheet to discover that WKZO is your best radio buy in Kalamazoo-Battle Creek and Greater Western Michigan.

Pulse figures, left, tell the story. WKZO gets between 68% and 94% more listeners than the next station—*morning, afternoon and night!*

Your Avery-Knodel man has all the facts.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** Jockey Johnny Longden set this new world's record at Del Mar, California on September 4, 1956.*

IN FLINT, MICHIGAN . . .

WTAC THE BIG STATION

IS FIRST THROUGHOUT THE BROADCASTING DAY

7:00 A.M. TO 6:00 P.M.

●

The Rating Box Score

Comparing WTAC with Non-Network Radio Stations heard in Metropolitan Flint, Michigan.

(Hooper July through September, 1956)

22 half hour periods

	1st	2nd	3rd	4th	5th
WTAC	22	0	0	0	0
Station A	0	14	6	0	1
Station B	0	6	13	1	2
Station C	0	0	1	21	0

There's a reason for this absolute domination—WTAC programs to the people of Flint and the people of Flint respond accordingly just as they respond to advertisers using WTAC. Local merchants are finding "600 on the dial" is their lucky number. You will too!

IN FLINT IT'S . . .

WTAC

THE BIG STATION
EVERY HOUR IN THE DAY

This station is one of the Founders Corporation group of stations; associated with KPOA and the Inter-Island Network, Honolulu; WFBL, Syracuse, N. Y., and KTVR, Channel 2, Denver, Col.

Tom Warner, Nat'l Sales Mgr. • *David Mendelsohn, Gen'l Mgr.*

REPRESENTED NATIONALLY BY THE GEORGE P. HOLLINGBERY CO.

Omaha, new chairman; George Higgins, KMBC Kansas City, and John Cohan, KSBW Salinas, Calif.

By-laws—Simon Goldman, WJTN Jamestown, N. Y.; Robert T. Mason, WMRN Marion, Ohio, and Edward Breen, KVFD Fort Dodge, Iowa.

STATIONS ORGANIZE CAMPAIGN FOR FM

- **Committee heads announced**
- **Purpose of FMDA outlined**

CHAIRMEN of the various working committees for the newly-formed FM development Assn. were announced last week by Robert L. Brazy, president, as part of the organization's plans to develop and expand "the art and science of the fm industry." Mr. Brazy is president of Pan American Broadcasting Co., Los Angeles background music firm. His father, Nicholas Brazy, is owner of KFMU (FM) Glendale, Calif.

MR. BRAZY

Committee heads named were Michael L. Merla, WBNY-FM Buffalo, N. Y., membership committee; Samuel H. Gerish, WFMF (FM) Chicago, committee on multiplexing; Edward A. Wheeler, WEAW-FM Evanston, Ill., programming and music, and William Caskey, WPEN-FM Philadelphia, music licensing. Frank Knorr Jr., WPKM (FM) Tampa, and Harry Eidelman, KCFM (FM) St. Louis, are co-chairmen of the equipment and engineering committee, while H. W. Slavick WMCF (FM) Memphis, Harry Gale, WWDC-FM Washington, and Mr. Caskey comprise the legal committee.

Founders' meeting of the FMDA was held in Chicago Oct. 20-22 and those attending represented a cross-section of the fm industry, Mr. Brazy said. He explained that a combined effort of such a group "can do much to make fm commercially acceptable and fulfill the promise of a great industry." Fm advertising has advantages of "low-keyed selling, for institutional purposes, for quality products and for establishing new ideas," Mr. Brazy said, explaining fm listening is definitely on the upswing due in part to the hi-fi enthusiast who represents a "quality market."

Purpose of FMDA, he added, "is to create over-all better programming and service to the listening public and to find new means of revenue for the fm operator." Additionally the association will centralize the purchase of all basic equipment components.

Mr. Wheeler is secretary and Harold Tanner, WLDM (FM) Detroit, is treasurer of the new trade group. Other broadcasting executives participating in formation of FMDA included Charles Burtis, WPEN-FM; Jerry Broderick, WFMF; N. L. Bent-

IT'S NO MYSTERY WHY 15 STATIONS SIGNED FOR THIS SCREEN GEMS PACKAGE THE FIRST WEEK!

IT HAS JUST WHAT THE VIEWERS WANT...

...52 OF HOLLYWOOD'S BEST MYSTERIES!

...ALL FEATURE LENGTH FIRST RUN!

CALL OR WRITE FOR YOUR FREE HOT-OFF-THE-PRESS COPY OF THE "HOLLYWOOD MYSTERY PARADE" PORTFOLIO THAT GIVES YOU FULL DETAILS

IN THE EAST	IN THE MIDWEST	IN THE SOUTH	IN THE FAR WEST	IN CANADA
Ben Colman	Henry Gillespie	Frank Browne	Richard Dinsmore	Lloyd Burns
Plaza 1-4432	Franklyn 2-3696	Emerson 2450	Hollywood 2-3111	Empire 3-4096
New York, N. Y.	Chicago, Ill.	Dallas, Texas	Hollywood, Cal.	Toronto, Can.

now **WOLF** *is*

FIRST *in homes*

Share of Radio Audience—C. E. Hooper, Jan.-April, 1956 (Latest complete) 8 am—10:30 pm, Monday thru Saturday, Sunday Daytime, 10 am—6 pm

TOTAL RATED TIME PERIODS	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
	9.8	24.1	14.5	10.5	29.5	19.6

FIRST *in cars*

Car Listening—C. E. Hooper, November 1953 and April, 1954 (Latest) (7:00 am—7:00 pm, Monday thru Friday)

TOTAL RATED TIME PERIODS	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
	34.5	14.9	16.6	11.2	35.2	21.5

FIRST *in points of sale*

Business Establishments—C. E. Hooper, October, 1955 (Latest) (9:00 am—5:00 pm, Monday thru Friday)

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
OVERALL	28.2	20.7	10.9	14.3	38.9	13.4

RATING for RATING . . .
RATE for RATE in
CENTRAL
NEW YORK it's . . . . .

SYRACUSE, N. Y.

NATIONAL SALES REPRESENTATIVES THE WALKER COMPANY

son and J. Warren Burke, WLOL Minneapolis (no fm station); Tom Daugherty and Peter Pappas, WKJF (FM) Pittsburgh; William G. Drenthe, WCLM (FM) Chicago; John Dwyer, KCFM; Dwight Harkins, KTYL-FM Mesa, Ariz.; A. C. Heck and Leo Dixon, WPIC-FM Sharon, Pa.; John E. Maersch, WBAP-FM Fort Worth; Norman Paul, KSJO-FM San Jose, Calif.; Arthur L. Robertson, KFML (FM) Denver; E. C. Frase Jr., WMCF; Tom Wallace Jr., KTKT-FM Tucson, Ariz.; Charles W. Balthorpe, KITE-FM San Antonio; Edward Davis, KDFC (FM) San Francisco; Alan Rosenson, WLRD (FM) Miami Beach; and Ray Albertson and Larry Gordon, WBNY-FM.

MCFADYEN STRESSES 'EXPLOSIVE' QUALITY

- **Addresses New Orleans Club**
- **Cites Essentials for Ads**

THE NEED for "explosion advertising" that will stand out above the vast volume of advertising messages being directed at today's buying public was stressed by Robert McFadyen, manager of sales and merchandising plans for NBC-TV, in a speech before the Advertising Club of New Orleans last Tuesday.

The concepts of "continuity and regularity and frequency in your advertising" are "basic," but "not enough," he asserted. "They alone can't get people to dig into their pockets and shell out their dough for your brand. You've got to sell these people; you've got to make an impression on them—a stronger impression than the competition is making; and before you can do any of that, you've got to catch their attention."

Mr. McFadyen cited a survey conducted among urban women by the Daniel Starch organization which showed that the average woman is exposed to more than 200 ads a day. "Did you know there are 571 different brands of salad dressing marketing in the U. S.?" he asked. "And the frozen food field includes 664 separate brands. With so much noise and tugging in the marketplace, our public reacts with a shrug and a so-what."

He said "the challenge calls for an approach which will command people to attention . . . which will rouse the sales force . . . excite the trade . . . and outsmart the competition." Moreover, he continued, "the techniques for this type of advertising are available and being used effectively by aggressive advertisers."

He cited Ford and RCA sponsorship of the "Peter Pan" colorcast on NBC-TV last year as one example, asserting that the co-sponsors "never before had such massive impact in the marketplace" and "are still enjoying echoes from that explosive night." Aluminum Co. of America's one-day saturation campaign via network television was another example, he noted, adding that it "generated sales steam three months before the promotion and nobody can guess how many months after the campaign."

"Explosion advertising" of this sort is feasible in all media, Mr. McFadyen de-

clared, but he thought it "only natural that television will continue to be the prime vehicle" for it, because tv (1) "by its very nature is synonymous with showmanship"; (2) "works on the captive audience principle, reaching future and immediate prospects alike"; (3) "commands attention because of its humanized, personal delivery"; (4) "is highly exploitable," and (5) "is becoming more and more flexible."

He cited the case of North American Philips' Norelco shaver, which "hasn't got a Remington or Sunbeam-sized budget" but nevertheless "must be heard to hold and build" its share of the market. This year, he said, "they put over half of their total budget into a buy of three big television blasts," NBC-TV's *Project 20* series. "That is Norelco's way of competing with the bigger buys and gaining peak attention with carefully planned, big-time tactics," he declared. "And they tell us it has worked beautifully for them."

Similarly, he said, Breast O' Chicken tuna is putting its "major effort and money" into periodic major programming on NBC-TV this year; Gillette superimposes the World Series, Rose Bowl game and Kentucky Derby on top of its year-round advertising activities to "achieve greater dominance in the buyer's mind," and such other advertisers as General Foods, Swift, Hallmark, Warner Foundations, and Westinghouse also "turned to the television screen when the need was for full attention, fast action and excitement value on a nationwide scale."

At the local as well as the national level, Mr. McFadyen continued, the need for attention and dominance is essential. "As for the necessary budget for the spectacular approach," he told the New Orleans group, "I suggest you shift your thinking away from traditional small space regularity and conserve some of that money for the big smash, properly exploited before and after. For monetary reasons you may want to get together on a joint basis with a compatible advertiser and make a tandem splash . . . If the budget just won't cover your local explosion plans, if an extra appropriation is necessary, fight to get it. The rewards are worth the effort . . . advertising timidity will get you nowhere in the competition for sales and public attention these days."

Dave Morris Elected By Texas Broadcasters

DAVE MORRIS, KNUZ Houston, was elected president of Texas Assn. of Broadcasters at the TAB fall convention held Nov. 11-12 at Lubbock. He had previously been secretary-treasurer and succeeds Richman Lewin, KTRE-AM-TV Lufkin. M. F. Danbom, KTBB Tyler, was elected vice president and Al Johnson, KENS-AM-TV San Antonio, secretary-treasurer.

Elected to the board were Mr. Lewin; Bill Bradford, KSST Sulphur Springs; Lee Glasgow, WACO; George Tarter, KCBD-AM-TV Lubbock; A. W. Stewart, KLEN Killeen, and Joe Leonard Jr., KGAF Gainesville.

Will Wilson, Attorney General-elect of Texas, recalled radio's influence in Texas elections two decades ago when W. Lee

HOOPER AND PULSE AGREE!

K-NUZ

is

NO. 1

in Houston

Now both Hooper and Pulse Agree K-NUZ is No. 1 Mon. thru Fri. 6 A.M.-6 P.M. . . . tops weekends too!

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.—
New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.—
Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

O'Daniel, flour salesman, became so well known he was elected governor. He reviewed the problem of finding out the truth in court trials as well as broadcast programs, and cited merits of the *Meet the Press* type of program in political campaigns.

Broadcasters, he said, should draw up rules and procedures designed to keep fraudulent material off the air and to depict the true personality of candidates. He suggested use of a disclaimer by which tv stations would announce a candidate was using a prompting device.

NARTB President Harold E. Fellows predicted radio's annual gross income will gradually increase to the point where losses resulting from cutbacks in national network business will be restored and "national spot business on radio will continue to increase to a point where revenues from this source alone will equal in most cases and surpass in some the total national dollar taken from both network and spot in the halcyon days of the industry."

Discussing news broadcasts, Mr. Fellows noted a growing awareness among broadcasters of their obligation as well as opportunity to broadcast news. He predicted "the development of organized and professional news coverage in stations at all levels of income will move dramatically forward in the next few years and radio, in this atmosphere of expert coverage and sound editorial policy, will stand side by side with the nation's newspapers as an organ of information and influence."

Among speakers on the program were Ed Sellers, B•T southern sales manager; W. Irvin James, of the law firm of Hofheinz, Sears, James & Burns, Houston; Jack Hawkins, KIUN Peso; Jack Stone, advertising manager, Furr Food Stores, and Bill Stubblefield, Blackburn-Hamilton Co. Lubbock Broadcasters Assn. was host at a reception.

Crane Resigns As President Of Southern California Assn.

FRANK W. CRANE, president of the Southern California Broadcasters Assn., submitted his resignation to the association Wednesday, effective Feb. 1, 1957. He plans to enter private broadcasting.

Loyd Sigmon, KMPC Los Angeles and chairman of the board of SCBA, said: "It is with deep regret but with an understanding and appreciation of Mr. Crane's personal interests and desires that we accept his resignation. The membership of SCBA, comprising 56 radio stations of the southland, know well the important contribution Frank Crane has made to the radio industry. Also, his leadership is reflected in the vast public service performed by the radio industry and in the part this industry has played in the economic life of Southern California."

Mr. Crane is vice president of Channel City Television & Broadcasting Corp., which plans to apply for tv ch. 12 at Santa Barbara, Calif., should FCC follow through with its proposed rule making to shift ch. 12 from Fresno to Santa Barbara [B•T, Nov. 5].

NEW OFFICERS and directors of the Texas Assn. of Broadcasters elected at last week's Lubbock meeting (l to r): seated, Dave Morris, KNUZ Houston, president; Richman Lewin, KTRE-AM-TV Lufkin, retiring president; M. F. Danbom, KTBB Tyler, vice president; standing, Bill Bradford, KSST Sulphur Springs; Lee Glasgow, WACO Waco; George Tarter, KCBD-AM-TV Lubbock; A. W. Stewart, KLEN Killeen; Joe Leonard Jr., KGAF Gainesville. Not pictured: Al Johnson, KENS-AM-TV San Antonio, secretary-treasurer.

RTNDA HEARS EQUAL ACCESS PLEA

- **Mickelson urges campaign in convention keynote speech**
- **Koop elected president; Terry gets first White Award**

A RELENTLESS campaign for equal access to news events, coupled with efforts to improve news broadcasting and manpower in tempo with development of electronic journalism, was advocated by Sig Mickelson, CBS Inc. vice president in charge of news and special events, last Thursday in his keynote address, opening the annual convention of Radio-Television News Directors Assn. in Milwaukee. He emphasized the growing importance of news and newsmen in broadcasting and their responsibility in upgrading their activities.

Ted Koop, CBS Washington director of news and public affairs, was elected president at the Friday session. He succeeds Harold Baker, WSM Nashville. Elected vice president in charge of programs, to succeed Mr. Koop, was Jack Krueger, WTMJ Milwaukee. Sheldon Peterson, KLZ Denver, was re-elected treasurer.

Elected vice president for radio was Lee White, KROS Clinton, Iowa. New vice president for television is Ralph Renick, WTVJ (TV) Miami.

Directors elected were Bruce Palmer, KWTV (TV) Oklahoma City; Jim McGaffin, WOW Omaha; Dick Cheverton, WOOD Grand Rapids, and Bill Monroe, WDSU New Orleans. Holdover directors are Parker Hoy, WLAM Lewiston, Maine; Nick Basso, WSAZ Huntington, W. Va.; Bill Small, WHAS Louisville, and John Maters, WILS Lansing, Mich.

The first annual Paul W. White Memorial Award, in commemoration of the late pioneer news director of CBS, was given to Hugh B. Terry, president and general manager of KLZ Denver. The citation read:

"For the most outstanding contribution to radio and television journalism during the preceding year. With this award go the thanks of radio and television newsmen everywhere for his forthright editorial stand which brought about public hearings by the Colorado Supreme Court, resulting in modification of Canon 35 as it restricted the use of photographic and recording equipment in the court rooms of Colorado."

The presentation was to be made to Mr. Terry at the closing session Saturday by Jack Shelley, WHO Des Moines, chairman of the selection committee.

Ted Wescott, executive of D'Arcy Adv. Co., Chicago, cited radio as the backbone of the selling campaign of Standard Oil of Indiana. He said Standard Oil reaches radio listeners in its area at the average cost of one-tenth of a cent per impression. Even a postcard, which customarily finds its way into the wastebasket, starts at a cost of two cents, he said.

MR. KOOP MR. TERRY

Over-all membership in RTNDA has in-

creased to 371 members, the convention was told. Attendance at the Milwaukee sessions, exceeding 125, was biggest in history.

Sol Taishoff, editor and publisher of B•T called for recognition of news directors on a plane with editors of newspapers. "Owners and managers must convince themselves that their status is something special and their properties more a public trust than a private assembly of physical assets," he said. "They must cease to equate themselves with the owner of the packing house down the street.

"You as news directors must convince yourselves that you are members of an honorable profession and must adhere to the highest standards of a very demanding way of work. With such convictions you will produce—as no 'industry' can—an output of creative vitality which will attract attention and respect."

Mr. Taishoff suggested the term "industry" bracketed broadcasters with manufacturers whereas they actually provide a professional service in the communication arts. He contended the station owner-manager should be identified on the same level with the newspaper owner-publisher.

Citing the brief 34-year history of American Society of Newspaper Editors, he contended RTNDA should occupy a similar professional role in broadcasting, with news editors reporting direct to management and receiving deserved budget and policy recognition.

The Probers' Shadows

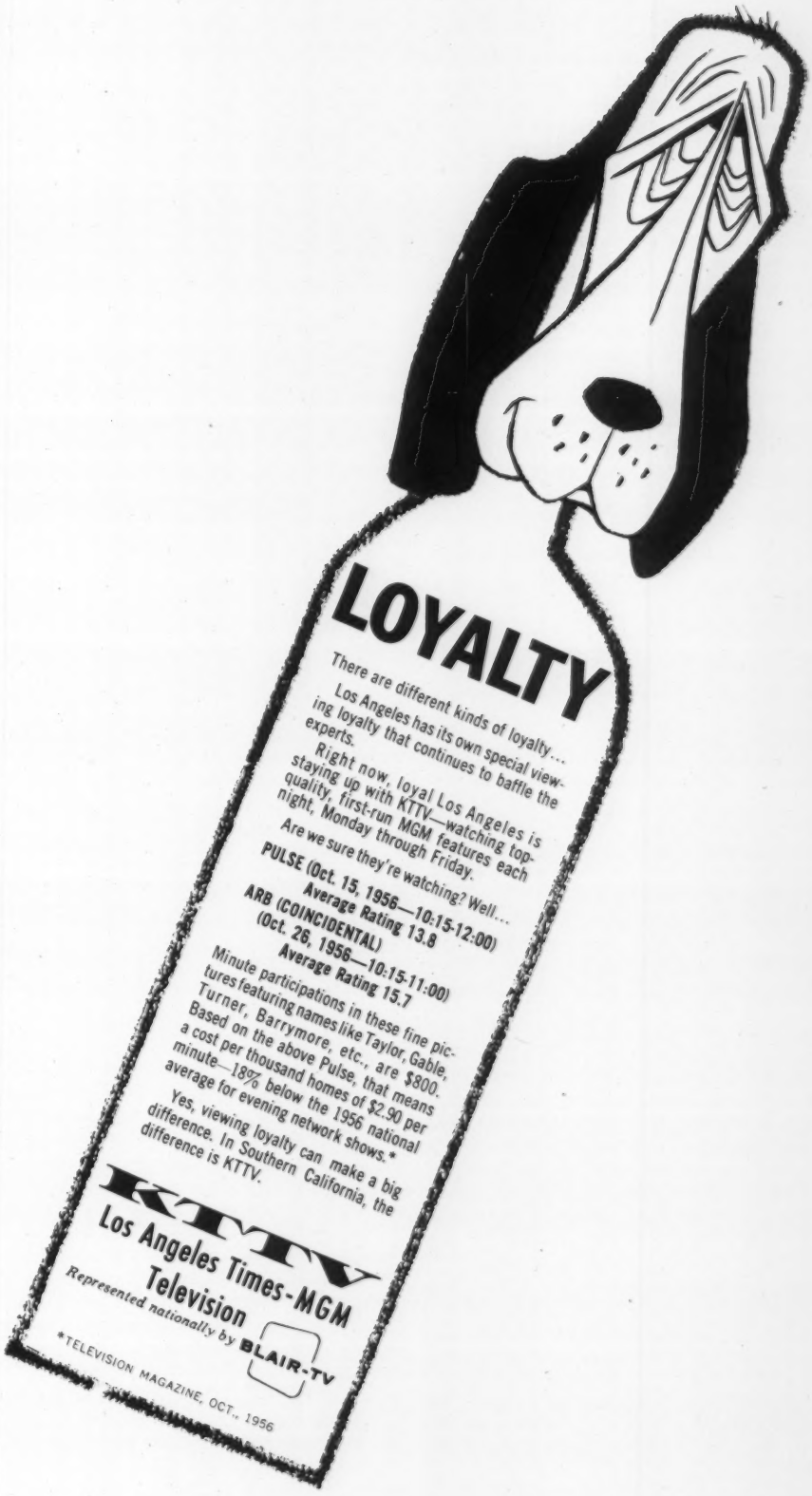
NARTB President Harold E. Fellows, in an address scheduled for Saturday delivery, observed that most federal probes of broadcasting "have not adduced any clear-cut definition of the nature of broadcasting's problem, if any; but this fact has not deterred investigators." He reviewed recent legislative probes including the network study.

"It's always a good idea to rummage around in the closet now and then," Mr. Fellows said, " but it's much more rewarding if you are actually looking for something—and not seeking only the expensive diversion of search for the sake of search.

"It seems to me it is also your duty, in the interest of the public's welfare since it is the public which pays for investigations, to shed some enlightenment on the need for them. If an inquiry obviously serves no useful purpose and is undertaken patently for the purpose of vengeance or merely as a platform for headlines, the people should know this; and it is your task to tell them." He said that a look behind some investigations will reveal "evidence of possible control of the service which you yourself perform in your own community."

Mr. Mickelson said there are "too many places where we are not getting news," proposing that "our imaginations be put to work to discover ways of translating serious ideas into interesting broadcasts which are attractive enough to great numbers of people to command their attention."

The greatest weakness in tv news is a "tendency to be muddy and diffuse," he said, emphasizing the need for clarity and objectivity. He referred to "a tremendous upsurge


LOYALTY
There are different kinds of loyalty...
Los Angeles has its own special viewing loyalty that continues to baffle the experts.
Right now, loyal Los Angeles is staying up with KTTV—watching top-quality, first-run MGM features each night, Monday through Friday.
Are we sure they're watching? Well...
PULSE (Oct. 15, 1956—10:15-12:00)
Average Rating 13.8
ARB (COINCIDENTAL)
(Oct. 26, 1956—10:15-11:00)
Average Rating 15.7
Minute participations in these fine pictures featuring names like Taylor, Gable, Turner, Barrymore, etc., are $800.
Based on the above Pulse, that means a cost per thousand homes of $2.90 per minute—18% below the 1956 national average for evening network shows.*
Yes, viewing loyalty can make a big difference. In Southern California, the difference is KTTV.
KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV
*TELEVISION MAGAZINE, OCT., 1956

in the amount of radio news on the air in the past couple of years" plus "a similar increase in the quality of the news broadcasts." While noting progress in radio-tv news coverage, he listed long-standing flaws that must be corrected.

The future of tv news "is about unlimited," he said, with the medium starting to acquire "a distinctive pattern of its own—a pattern which fuses the best qualities of newspapers, radio news broadcasts, the newsreels and its own contributions to news coverage."

Better phrasing of copy by news service radio wires was recommended by the wire policy committee. Reporting as chairman, Marvin Alisky, assistant professor of journalism and radio-tv at Indiana U., pointed to the need of "mike-minded" bureau writers who can turn out regional stories in "listenable, genuinely easy-to-mouth sentences." Fewer pronouns and more synonyms would be helpful, he said.

The committee has been conducting a long-range study of the quality and quantity of news service radio wires.

Six tv and four radio stations were announced as winners in RTNDA's annual awards competition conducted by radio-television department of the Medill School of Journalism, Northwestern U. The awards were made Saturday.

KSTP-TV (Julian Hoshall, news director) was only double winner. Judges picked the St. Paul station for "outstanding tv news operation" and "outstanding news story televised" in 1956.

Top radio winners were WTIC Hartford (Tom Eaton, news director) for "outstanding radio news operation" and WRCA New York (William A. Berns, news director) for "outstanding news story broadcast" during year.

Receiving distinguished achievement citations for their radio news operations were WBBM Chicago (William Gary, news supervisor) and WHAS Louisville (William Small, news director).

Citations for tv news operations went to WDSU-TV New Orleans (William Monroe, news director); WNEM-TV Bay City, Mich. (Frank Benesh, news director); WBAP-TV Fort Worth (James Byron, news director) and WTMJ-TV Milwaukee (Jack Krueger, news director).

In "outstanding news story televised" category, distinguished achievement awards went to WJAR-TV Providence (Warren S. Walden, news director), WTMJ-TV and WDSU-TV.

COMMERCIAL RATING NEEDED BY BUYERS

ONCE a timebuyer is able to pin down the audience measurement of the actual commercial, a great forward stride will have been taken in the fields of timebuying, selling and audience measurement, according to Dr. E. L. (Larry) Deckinger, vice president in charge of media strategy at Gray Adv., New York.

This frank opinion was given Tuesday at the first timebuying and selling seminar session of the season, presented in New York by the Radio & Television Executives Society.

Dr. Deckinger, in reviewing survey techniques in a session on rating services, warned that although there has been industry-wide effort to resolve the "area of confusion" in the various ratings supplied by individual services in the field, these differences do exist because each measures different things and thus comes up with "different answers."

Expert in Field

As one of the experts in the area of audience measurement (he is a member of the Advertising Research Foundation group which has been working on a re-evaluation of rating services in radio-tv), Dr. Deckinger also disclosed what he emphasized was his "personal" opinion of their value. In this respect, he asserted that the metering techniques ideally would seem to have the most value because this is actual measurement, with the coincidental method of runnerup, for—again ideally—this technique should mean the least work for the researcher to come up with answers.

He noted, however, that each of the rating services is sincere in its approach and that all do a comprehensive job. The fault, he intimated, lies more in the interpretation or use of the data supplied by the rating companies. He also said his agency feels "any rating is admissable" and that it wants to know about any and all ratings "so that we will know more."

In the area of measuring commercials themselves, Dr. Deckinger paid particular attention to work undertaken in Great Britain by Pulse Ltd. via the recall technique.

Dimensions which are important today in the use of ratings as yardsticks to employ in buying time, both radio and tv, he explained, would include cumulative, frequency and audience turnover. He said so-called "cost-per-thousand" figures ought to be shunned unless they explicitly refer to something, e.g., the ratings must be converted into the number of homes reached.

Rating Services Classified

Dr. Deckinger reviewed the meaning of the terms average audience, total audience, popularity comparisons and share of audience, as well as classifying all of the rating services as to who covers what.

This Tuesday, John Churchill, assistant to the president, A. C. Nielsen Co., and Julia Brown, associate media director of Compton Adv., New York, will discuss coverage.

AFTRA, NETWORKS AGREE TENTATIVELY

- **New deal goes to union vote**
- **11th hour action avoids strike**

A TENTATIVE agreement was reached last week by the four major networks and transcription companies and the American Federation of Television & Radio Artists on a new two-year contract, highlighted by a provision for a pension and welfare fund for radio and transcription artists.

The proposal, which was placed for ratification before AFTRA's membership in New York last Friday and will be considered by members in Chicago today (Monday) and in Los Angeles tomorrow, dispels any likelihood of a strike by the union. AFTRA had set up strike strategy, in the event such action was deemed necessary. The current contract expired last Thursday and a provision has been made to make the new pact retroactive to last Friday.

The pension and welfare plan for radio is similar to the one set up for television two years ago. It provides that employers contribute 5% of gross payroll to the fund. Estimates are that funds from radio and transcriptions will amount to more than $1 million a year, as compared to the approximate $2 million annually from television. The agreement calls for contributions from radio and transcriptions to be added to the original fund and not be operated separately.

The agreement also provides that the minimum pay scale in television will be increased 10% but remain unchanged for radio artists. It is reported that the networks had sought a reduction in radio scales. Actors and announcers engaged for transcribed commercials, however, will receive increased fees, ranging up to 300% in certain instances.

Multiple Performance Payments

One of the larger concessions gained by AFTRA dealt with payment for multiple performances on tv, in which an artist appears on a program more than once a week. This rate will increase from 20% to 63%, rising with the length of the program and the number of times a week it is scheduled. Television performers also will receive 10% additional fees for rehearsal hours beyond a number set for 15-minute, half-hour and hour programs.

The agreement also sets up a new system of credits. It stipulates that credits for actors and other performers will be carried immediately after those of the producer, director or writer, though certain "star" personalities, by contract, may receive the top billing.

Since news commentators are exempt from the union contract, the agreement provides that if a program series is substantially commentary rather than straight news reporting, the conductor of the series will be classified as a commentator and will not be subject to the contract. If the series is substantially straight news reporting, the

conductor will be subject to the union's contract.

Negotiations on the new contract were conducted by the union on behalf of 12,500 members with ABC, CBS, Mutual, NBC and the various transcription companies. All radio and television advertisers and their agencies will become contract signatories.

Seattle Stations Say Strike Won't Halt Work

FOUR Seattle radio stations—KIRO, KJR, KOMO, KING—were prepared at the weekend "to continue normal broadcasting service" in case the AFTRA local carries out a strike threat. A strike sanction was granted to AFTRA radio announcers by the Seattle Central Labor Council despite acceptance by the stations of the council's proposed solution to the wage controversy.

A committee representing the labor council had offered a settlement formula proposing a $4.40 weekly increase retroactive to Oct. 1 plus a $2.50 increase next year. This recommendation exceeded the previous final offer of employers, who have met 17 times in bargaining negotiations within the last 2½ months. Combination announcers have been getting $110.60 weekly; straight announcers, $105.60 weekly.

The day after the stations accepted the labor council's formula, the union rejected the council's recommendation and obtained strike sanction. At the same time, the union said it didn't want to strike and hoped for further negotiations.

While the strike sanction was granted only to AFTRA radio members, George Peckham, AFTRA executive secretary, was quoted as saying the walkout would include KOMO-TV and KING-TV. Station spokesmen said KOMO-TV and KING-TV have negotiated separate agreements with AFTRA. If AFTRA tv workers strike, there was indication the two tv stations would take legal action charging violation of these agreements.

SAG Elects Officers, Discloses Total Re-Run Fees At Meeting

IN THE year from Nov. 1, 1955, to Oct. 31, 1956, the Screen Actors Guild has collected and distributed to its members 19,166 checks totaling $1,413,821 in residual payments for re-runs of television entertainment films. Residuals collected since 1954 total $2,155,455.

These figures were disclosed following the SAG annual meeting Nov. 9 when all officers of the guild were elected without opposition. They are **Walter Pidgeon, president; Leon Ames, first vice president; Dana Andrews, second vice president; Howard Keel, third vice president; Robert Keith, recording secretary,** and George Chandler, treasurer.

An administration slate of 13 candidates for the board of directors was elected by two-to-one majorities over two independent candidates. **Those elected were Jackie Cooper, Wendell Corey, Tony Curtis, Ruth Hussey, John Lund, Jack Mower, Eva Novak, Donald O'Connor, Verne Smith, Georgia Stark, Craig Stevens, William Walker** and Bill Williams.

home town boy makes good . . .

music, *that is*

Actually, Bud Haggart made good long ago. As WFDF's Chief Announcer, he has been the leading commercial voice in Flint radio for almost ten years. That's why he's off to a big head start on his new triple-threat morning show (good music, time, weather). It's an easy-going session from 6 to 9:45, with just the right, light touch by an old pro who knows his own home town. Both local and national sponsors buy again and again. There's a little room for you!

the NBC affiliate in Flint, Michigan **wfdf**

Associated with: WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul

Represented nationally by the Katz Agency

RE:

NCS#2
MOBILE
and the booming
GULF COAST
MARKET

1. Now your brand new measure of station coverage and circulation shows . . .

WKRG-TV

to be the market's *dominant* station!

2. WKRG-TV

outperforms competition
. . . in counties covered
. . . in TV homes reached
. . . in actual audience circulation in *all* categories reported.

3. Makes sense, then, to make

WKRG-TV

your *dominant* advertising force. Without a doubt!

4. WKRG-TV

is viewed on Channel 5 CBS Network Affiliate.

AVERY-KNODEL
INCORPORATED
National Representative

MOST TV SATELLITES CAN AND DO ORIGINATE THEIR OWN PROGRAMS

- **B•T survey answers questions concerning these outlets**
- **Of 14 such stations, only four are strictly repeaters**
- **Others have facilities to serve as separate operations**

WHEN is a satellite tv station not a satellite?

The answer, according to a B•T survey of the existing 14 satellite outlets, is that there are only a handful of purely repeater television stations in operation today.

Out of 12 responses, only four so-called satellites reported that they neither carried nor planned to carry any local originations. The eight other respondents to a B•T inquiry reported anywhere from 10 minutes daily to 25 hours weekly of local programming—live, slides or film.

Satellite tv operation was first authorized by the FCC in 1954. Its immediate objective was to aid uhf stations which desired to fill in service area or market coverage through the use of repeater stations.

The Commission declared that it would accept applications for tv stations (on regular channels assigned to communities listed in its Table of Allocations) which did not provide for local origination, but which would repeat the programs of the mother station. It was hoped, the Commission said, that these stations would grow into full-scale operation over the years. In any event, the federal agency stated, the policy would permit the bringing of tv service to communities which at that time stood no chance of having their own station. Shortly after the commencement of satellite grants, the FCC widened this policy to include vhf channels.

The Early Operational Method

The early stations were virtual repeaters. But, as time went on, more and more of them instituted local programs—some just a local news or weather report; others more full-fledged presentations.

The position of satellite stations today is best explained by Thomas C. Bostic, general manager of Cascade Broadcasting Co., owner of ch. 29 KIMA-TV Yakima, Wash., and of satellites in Lewiston, Idaho; Pasco, Wash., and which just last week was granted a third satellite for Walla Walla, Wash. Here is what he says:

"I would like to make it indelibly clear that each of our stations has facilities to exist as a completely separate station, in that each has live, slide and film facilities. However, by grouping the stations we are able to attract programming that would otherwise not be available.

"I make this point especially because, from my frequent visits to the East, I know easterners have an entirely different concept of what a satellite is. I believe I am correct in saying that they believe a satellite simply sits there and repeats what the mother station puts out. As you can see . . . this is not the case. Each station is an entity in itself and is designed to serve the interests of its own exclusive coverage territory."

W. H. Shipley, vice president of Texas Telecasting (KDUB-TV Lubbock and KPAR-TV Sweetwater-Abilene, Tex.) puts it another way:

"One of the biggest misunderstandings about KPAR-TV when referred to as a 'satellite' station is that in many cases people get the impression that this is a 'slave' station, not capable of local origination. This, of course, is not the case. KPAR-TV is a fully-equipped television station, capable of originating all types of television programs, but with the added advantage of being able to carry simultaneously programs which might originate on KDUB-TV."

Anderson's Philosophy

Perhaps one of the most succinct comments on this subject was made by Carl Q. Anderson, manager of KFXJ-TV Montrose, Colo. He said:

"In my opinion a station is a satellite only as long as its entire schedule is devoted to the rebroadcast of the parent station's programs. At the time local origination equipment is put into use we will, of necessity, become a television station in our own right, and the intermittent use of programs from the parent station will be no different than the station that taps into a network line."

This points up another development which is related to the satellite situation. Many tv outlets—particularly in out-of-the-way areas of the United States—have had for many years arrangements with high powered, major city stations to pick up and rebroadcast network programs. These stations, true, were granted as regular community outlets, but many of them devote substantial hours to broadcasting network programs—secured, in a sense, from "mother" stations.

There follows a brief report on the operation of the satellite stations:

KFXJ-TV Montrose, Colo. (ch. 10)—Satellite of ch. 5 KREX-TV Grand Junction, Colo., both owned and operated by Western Slope Broadcasting Co. Both stations sign on and sign off at the same time, 4:30-11:30 p.m. KFXJ-TV originates no local programs, but rebroadcasts the complete schedule of its parent station KREX-TV. Local sponsors originate their programs at the parent station.

KLEW-TV Lewiston, Idaho (ch. 3), and **KEPR-TV** Pasco, Wash. (ch. 3)—Satellites of ch. 29 KIMA-TV Yakima, Wash. All stations owned by Cascade Broadcasting Co., licensee of KIMA-TV, although KLEW-TV is licensed to Lewiston Tv Co. KLEW-TV signs on at 1:45 p.m. and signs off at 11:30 p.m. It carries the entire program schedule

of the parent station, but originates five hours weekly of local programming. This includes five-minute weather programs five days weekly, two five-minute local news programs per week, an afternoon ladies' show three days per week, two half-hour western country music shows and a local children's show. At the beginning a large percentage of spot announcements were live, as well as a large number of public service programs, such as forums, interviews and other community activities. KLEW-TV is now using more film and slide commercials, confining its live programming to news, weather and some special events. KEPR-TV operates similarly, using KIMA-TV solely as a feed for network and film programs. KEPR-TV now originates local live programs, live announcements as well as film and slide commercials.

WRLP (TV) Greenfield, Mass. (ch. 58)—Satellite of ch. 22 WWLP (TV) Springfield, Mass., both owned and operated by Springfield Television & Broadcasting Corp. WRLP is scheduled to commence operating the first of the year and will duplicate the WWLP schedule from *Today* to *Tonight*. WRLP plans to originate 10 minutes of local live programming daily.

KHPL-TV Hayes Center, Neb. (ch. 6)—Satellite of ch. 13 KHOL-TV Holdredge, Neb., both owned and operated by Bi-States Co. KHPL-TV signs on at 10 a.m. and signs off at about 11:30 p.m. It carries the exact programming of parent KHOL-TV, whose signals are microwaved to Hayes Center. There is no local programming from KHPL-TV.

WSYE-TV Elmira, N. Y. (ch. 18)—Satellite of ch. 3 WSYR-TV Syracuse, N. Y., both owned and operated by Central New York Broadcasting Corp. Both stations sign on at 7 a.m. and sign off at 1 a.m. WSYE-TV, which began operating Sept. 15, duplicates all of WSYR-TV's programming except for a 10-minute daily local news show at 6:45 p.m. WSYE-TV has camera, film and slide facilities, so it can do local live programs in any percentage required.

WCDB (TV) Hagaman, N. Y. (ch. 29)—Satellite of ch. 41 WCDA (TV) Albany, N. Y., both owned and operated by Hudson Valley Broadcasting Co. WCDB signs on and off at the same time as the parent station, and originates no local programming.

KPIC (TV) Roseburg, Ore. (ch. 4)—Satellite of ch. 13 KVAL-TV Eugene, Ore. KPIC is 50% owned by Eugene Television Inc., licensee of KVAL-TV, and 50% owned by California-Oregon Broadcasting Co. (KIEM-AM-TV Eureka, Calif.; KOTI [TV] Klamath Falls, and KBES-TV Medford, both Ore.). Both stations sign on at noon and sign off about midnight. KPIC carries virtually the entire schedule of parent KVAL-TV, but fills in with local film when the parent station is carrying something not of sufficient interest to Roseburg viewers. KPIC also cuts in with its own announcements, either film or slide, and does some public service type programming on film.

KPAR-TV Sweetwater, Tex. (ch. 12)—Satellite of ch. 13 KDUB-TV Lubbock, Tex., both owned and operated by Texas Telecasting Inc. KPAR-TV observes the

ONE WILL DO!

One station — WBNS Radio — drops sweet-spending Columbus and Central Ohio right in your lap. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 20 top Pulse-rated shows, WBNS puts *push* behind your sales program. To *sell* Central Ohio . . . *buy* WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

same sign on and sign off as parent station, 6:55 a.m. to midnight, receiving KDUB-TV signals by means of a microwave relay. KPAR-TV originates more than 25 hours weekly of local programming. About 75% of this local programming is by means of film; 25% is live. KPAR-TV has complete facilities for local origination, including studios, slides, film and live camera.

KMAU (TV) Wailuku, Hawaii (ch. 3) and **KHBC-TV** Hilo, Hawaii (ch. 9)—Satellites of ch. 9 KGMB-TV Honolulu, Hawaii, all owned and operated by Hawaiian Broadcasting System Ltd. Operating on the same schedule as the parent station, the satellites sign on at 11 a.m. and sign off at 11 p.m. Neither satellite originates local programs.

KMVI-TV Wailuku, Hawaii (ch. 12)—Satellite of ch. 2 KONA (TV) Honolulu, Hawaii. KMVI-TV is owned by Maui Publishing Co. *(Maui News.)* KONA is owned by Radio Honolulu Ltd. KMVI-TV signs on at 1:30 p.m. and signs off at 11:30 p.m. KMVI-TV rebroadcasts the entire schedule of parent KONA. It originates no local programs, but plans to begin local originations —live, film and slide—in 1957.

Hearing May Be Necessary On Idaho Translator Bids

AN APPLICANT for two tv translator stations in Lewiston, Idaho, was advised by the FCC last week that a hearing may be necessary on the translator requests.

Orchards Community Tv last September filed applications for chs. 70 and 76 Lewiston to rebroadcast programs of Spokane, Wash., stations KREM-TV and KHQ-TV, respectively. The applications were objected to by ch. 3 KLEW-TV Lewiston, satellite of KIMA-TV Yakima, Wash. (ch. 29). KLEW-TV said that if the translators were to go into operation, it would be forced to discontinue operation.

In its letter to the translator applicant the FCC questioned the need for such service in Lewiston with KLEW-TV operating there. The Commission also said, among other things, it would have to know how adequately the translators would serve the area should KLEW-TV be forced to go off the air.

Late in August, the FCC sent a McFarland letter to an applicant for a satellite tv operation in Missoula, Mont. There, too, a local tv service was available (ch. 13 KGVO-TV), and the FCC questioned whether the mere extension of tv service to an area already receiving local tv service would be in the public interest.

FCC Refuses Storer Bid for KSLM-TV

THE FCC last week turned down the proposed acquisition of ch. 3 KSLM-TV Salem, Ore., by Storer Broadcasting Co.—but failed to take any action on Storer's pending purchase of ch. 9 WMUR-TV Manchester, N. H.

Technically, the Commission last week refused to waive the multiple ownership rules which limit a single owner to five vhf stations. Storer already owns five vhf and two uhf television outlets—in Detroit, Toledo, Birmingham, Atlanta and Cleveland, all vhf; and in Miami and Portland, Ore., both uhf. A single owner may own or control up to seven tv stations, but not more than five of them may be in the vhf band.

The Commission said in its Salem decision that Storer's reasons for asking for an exception to the ownership rules were not adequate to justify a waiver.

Storer proposed to buy the permit for the ch. 3 Salem station from Glenn E. McCormick for $27,277. This was contingent on Commission approval to move the KSLA-TV transmitter to a location 10 miles outside of Portland, Ore., where Storer operates ch. 27 KPTV (TV). If this were done, Storer was prepared to surrender the ch. 27 license. Originally, Storer asked to buy the station and move it into Portland.

The Commission's action on the Salem transaction was taken by Comrs. Rosel H. Hyde (acting as chairman), Robert T. Bartley, Robert E. Lee and Richard A. Mack. Dissenting were Comrs. John C. Doerfer and T. A. M. Craven.

Still pending is Storer's proposed $850,000 purchase of WMUR-TV. In this transaction, the purchase is contingent on FCC approval of a WMUR-TV request to move its transmitter to a site 16 miles north of Boston.

Since approval of this purchase would also bring Storer in conflict with the multiple ownership rules, Storer has agreed to sell ch. 5 WAGA-TV Atlanta, Ga., and WAGA to the Washington Post Co. for $6.5 million [B•T, Oct. 22]. The Washington Post Co. *(Washington* [D. C.] *Post and Times Herald* owns WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.

The Manchester purchase is opposed by Boston tv stations.

FCC Approves Station Deals In California, Florida, Iowa

STATION SALES approved by the FCC last week included assignment of the KDON Salinas, Calif., license from Frank Oxarart Inc. to KDON Inc. for $206,250. The new licensee is owned 50% by Clark E. and Irene H. Fee (jewelry interests) and Glen M. and Helen N. Stadler, owners, KEED Springfield, Ore.

Transfer of control of WALT Tampa, Fla., from Harold Kaye to Emil J. Arnold, Robert Wasdon and Jack Siegel for $16,516 also was announced last week. Mr. Arnold, former 49% owner, will own 50% and Mr. Wasdon and Mr. Siegel 25% each. This group has applied for a new am at Orlando, Fla., and the latter two are co-owners of WIOD Sanford, Fla. Mr. Arnold owns the Commonwealth Adv. Agency, Boston, Mass., 51% of WINN Louisville, Ky., and 50%, WMFJ Daytona Beach, Fla.

Also authorized was the sale of KFNF Shenandoah, Iowa, from Ethel S. Abbott and the estate of the late C. J. Abbott to a group representing Town & Farm Co. (KMMJ Grand Island, Neb.; KXXX Colby, Kan., and KIOA Des Moines, Iowa.) New owners are William A. Martin, executive vice president of Town & Farm; K. D. Titus, vice president-general manager of that firm; Don Searle, president-40% owner, T&F; H. A. Searle Jr., 20%, T&F; Helen Searle Blanchard, 20%, T&F, and J. Herbert Hollister, who owns KCOL Fort Collins, Colo., and 20%, T&F.

CCBS Moves to Reopen Clear Channel Record

A STRONG REQUEST that the FCC make a final determination of the 11-year-old clear channel case was filed with the FCC last week by the 14-member Clear Channel Broadcasting Service.

The CCBS claimed that most of the technical data, laboriously gathered by a joint government-industry committee 11 years ago, were still valid—or needed slight updating. It suggested that the FCC issue a call for comments to bring up to date such information as coverage maps, white area population count, receiving set count, programming information and, if necessary, latest financial data. This will take about three months, CCBS estimated.

CCBS also suggested that the daytime skywave case be reconsolidated with the clear channel case.

Its petition sought to reopen the record and to permit comments or participation in a further hearing from all interested parties whether or not they participated in the 1946 hearings. The clear channel record was closed Oct. 31, 1947, CCBS pointed out.

CCBS represents KFI Los Angeles, WFAA Dallas, WSM Nashville, WHAS Louisville, WHAM Rochester (N. Y.), WJR Detroit, WOAI San Antonio, WBAP Fort Worth, WCAU Philadelphia, WWL New Orleans, WHO Des Moines, WSB Atlanta, WGN Chicago and WLW Cincinnati.

The FCC is scheduled to resume discussion on what to do about the clear channel case today (Monday). There is a strong sentiment on the part of some commissioners and staff officials to close out the proceeding. However, other segments at the Commission feel a decision should be rendered.

Allied with the clear channel situation is the FCC's order to KOB Albuquerque, N. M., to come up with a plan to continue operating on 770 kc with protection to the Class 1-A station on that frequency. WABC New York [B•T, Nov. 12]. This came about after a federal court directed the FCC to take steps to resolve the 15-year-long controversy during which KOB has been operating on 770 kc under special service authority. The Commission asked KOB to give its response 10 days from the date of its communication. This would make the deadline today (Monday).

Court Finds FCC Right In Rochester Ruling

THE FCC was right in refusing to force sharetime ch. 10 television stations WHEC-TV and WVET-TV, both Rochester, N. Y., off the air last February, the U. S. Court of Appeals in Washington ruled last week.

The unanimous three-judge court said the FCC did not abuse its discretion in making the decision to permit the ch. 10 stations to continue operating, even though the law at one time left no recourse on the question of staying a grant made without a hearing when a protest was accepted.

Involved is the protest of WSAY Rochester to the 1953 grants to WHEC and WVET. The FCC at first dismissed the protest on the ground it lacked specificity. In July 1955, the appeals court ruled that the Commission must accept the protest and give WSAY a hearing. However the court's mandate in this was delayed until December when the U. S. Supreme Court denied a petition for a writ of *certiorari* filed by WHEC and WVET. The appeals court thereupon released its July order and the Commission made its determination that WHEC-TV and WVET-TV need not suspend on Jan. 19.

Early in January, the protest provision of the Communications Act was amended by Congress to give the FCC discretion on whether or not an existing service should be forced off the air pending a protest hearing.

WSAY claimed that the delay from December to January was deliberate on the part of the FCC so that it could make its decision on whether or not to suspend the two ch. 10 stations under the amended law rather than the original law. The court said that the delay was "not inordinate." In addition, the court said, it was the public interest that was paramount and "do not include protection of Federal [Broadcasting Co.; WSAY licensee] from continued operation of the facilities of WHEC and WVET as permitted by Congress. . . . "

Outstanding at the present is a hearing examiner's initial decision recommending the affirmation of the FCC's 1953 grant to WHEC and WVET and the denial of WSAY's protest [B•T, Aug. 13].

Tax on Community Tv Out

COMMUNITY television systems have won a significant victory in U. S. Circuit Court in Richmond, where a unanimous court held that the 8% excise tax on payments by subscribers was illegal. In reversing a lower court decision involving a Mullens, W. Va., antenna system, the circuit court said that since the tax does not apply to owners of tv receivers who can pick up tv signals direct from the transmitting station or from a booster, there was no reason to discriminate against tv set owners who must use cable connections to receive the same signals. A similar tax case involving a lower court ruling adverse to a Meadville, Pa., community system, has been appealed. Next step in the West Virginia case is up to the Internal Revenue Service.

WIBC–Leads in Indiana

Prominent among the many public service awards that WIBC has received is the United States Government Certificate of Commendation for participation in the Conelrad System of Public Emergency Broadcasting. Although the certificate is not unique in itself, the fact that WIBC is the originating source and control center of all Conelrad broadcasts in its area, is just one more indication of WIBC's leadership in Indianapolis and Indiana.

WIBC not only leads all other Indianapolis radio stations in community service, but it also leads in audience. In the 31 county Indianapolis trading area, *WIBC programs rank first in 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

WIBC's big audiences and success in community service have been brought about largely by its well known personality salesmen . . . Jack Morrow, Joan Evans, Gordon Graham, Al Brooks and many others. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

FIRST IN COMMUNITY SERVICE

FIRST IN AUDIENCE

FIRST IN THE HEARTS OF THEIR LISTENERS

To Sell Indianapolis, and Indiana, the Best Buy... the *Only* Buy Is... WIBC!

WIBC 1070 KC
The Friendly Voice of Indiana

2835 N. Illinois Street
Indianapolis 8, Indiana

RICHARD M. FAIRBANKS,
President and General Manager

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

U.S. Information Agency Post Goes to Larson

ARTHUR LARSON, former Undersecretary of Labor, last week became director of the U. S. Information Agency succeeding Theodore C. Streibert, former MBS and WOR - AM - TV New York executive. Mr. Streibert resigned Nov. 8 to accept a position on the business staff of Nelson A. and Lawrence Rockefeller in New York [CLOSED CIRCUIT, Nov. 12].

MR. LARSON

Mr. Streibert was feted by his government associates Wednesday afternoon at the USIA offices, winding up a career of several years in key governmental posts. He is moving back to his home at Locust Valley, Long Island. At the Rockefeller headquarters he will be engaged in commercial management of some of their properties.

During his USIA service Mr. Streibert was credited with easing intense Congressional criticism of Voice of America, which had become a favorite political target. The full story of his federal service has never been told because of the confidential nature of much of the work. Recently he has been a member of the top-level Operations Coordinating Board, of which Nelson A. Rockefeller was vice chairman.

Before taking the USIA post in the summer of 1953 Mr. Streibert had been consultant to the State Department and to Ambassador Conant in the High Commissioner's Office in Germany. He had left a long broadcast career that included MBS board chairmanship and presidency of WOR New York.

Mr. Larson is a former dean of U. of Pittsburgh Law School. He is author of a book, *A Republican Looks at His Party*, and helped draft some of President Eisenhower's campaign speeches. His nomination goes to the new Congress in January.

Gordon Ewing, director of the USIA's Berlin radio station, RIAS, was named Wednesday to be deputy director of Voice of America. Laurence B. Dalcher, of the USIA Austrian office, will assume the Berlin post.

FCC Issues Tv Grants for Paducah, Augusta, Port Huron

THE FCC last week granted construction permits for three new television stations, including one contested grant. They were for Paducah, Ky., ch. 6, in which the Commission reversed an April 11, 1955, initial decision, for ch. 10 in Augusta, Me., and ch. 34, Port Huron, Mich., both uncontested.

Paducah Newspapers Inc. (WKYB-AM-FM Paducah, *Paducah News-Democrat*) won over its opponent, Columbia Amusement Co. (theatres) by showing superior broadcast experience, management-ownership integration, and civic participation, as stated in the Commission decision of Nov. 14. FCC Chmn. George C. McConnaughey and Comrs. Rosel H. Hyde and Richard A. Mack dissented, voting for Columbia. Last year, Hearing Examiner William G. Butts, proposed Columbia to promote diversification of communications mass media and because he believed that the applicant proposed a better non-network, educational program schedule [B•T, April 18, 1955].

E. J. Paxton, E. J. Paxton Jr. and family own Paducah Newspapers, which also is 25% stockholder in WFRX West Frankfort, Ill. Action in the Paducah case represents the first final decision in a contested tv grant in 10 weeks, since the August 29 decision for ch. 12, Jacksonville, Fla.

In Augusta, Me., the FCC awarded ch. 10 to Pine Tree Broadcasting Corp., wholly owned by Richard S. Robie, who has business interests in Boston.

Port Huron, Mich. ch. 34 went to Stevens-Wismer Broadcasting Co. (WHLS Port Huron and WLEW Bad Axe, Mich.) Harmon LeRoy Stevens and John F. Wismer are equal partners.

WLAP Transfer Among Four Filed For FCC Approval

THE $346,000 sale of WLAP Lexington, Ky., was included among the applications filed last week seeking FCC approval. Gilmore Nunn is selling the outlet (630 kc, 5 kw) to a group comprising Frederick Gregg, account executive for Young & Rubicam, Harry Feingold, appliance distributor, and Charles Wright, General Dynamics accounting executive [CLOSED CIRCUIT, Oct. 29]. WLAP balance sheet, as of Aug. 31, showed total assets of $307,284, of which $47,494 were current assets, and an earned surplus of $151,035.

Other sales filed last week:

KSHO-TV Las Vegas and KBMI Henderson, both Nev.—from Moritz Zenoff to Tv Corp. of America (Zugsmith-Hogan-Oxarart-Feldman interests) for about $200,000. KSHO-TV, as of July 15, showed $49,410 total assets, of which $16,790 were current, and total current liabilities of $9,410.

WDOD Chattanooga, Tenn.—Earl W. Winger, half owner purchases the 50% held by partner Norman A. Thomas for an estimated $175,000. WDOD showed total assets of $302,503 as of Sept. 30, of which $198,994 were current, and an earned surplus of $225,379.

FCC Makes Grants for New Ams In Georgia, Michigan, Texas

THREE new am grants were made by the FCC last week. Cities and permittees:

Tifton, Ga.—C. N. Todd, 1340 kc, 250 w, unlimited hours. (At the same time the Commission announced it had authorized WWGS Tifton to change from 1340 kc, 250 w, unlimited, to 1430 kc, 5 kw daytime.) Mr. Todd is a Douglas, Ga., retail tire and appliance dealer.

Howell, Mich.—Livingston Broadcasting Co., favored in an initial decision [B•T, Oct. 22], was granted 1350 kc, 500 w, daytime. M. H. Wirth, general manager, WOAP Owosso, Mich., and 16.8% owner of WALM Albion, Mich., is sole owner of Livingston Broadcasting.

Mission, Tex.—Pool Broadcasting Co., 1580 kc, 1 kw, daytime. Partners are Robert F. Pool and R. F. Pool Jr., realtors. The former was at one time production manager of KSLA-TV Shreveport, La.

KFRE-TV Fresno Grant Challenged in Court

VALIDITY of the FCC's January grant of Fresno, Calif., ch. 12 to what is now KFRE-TV that city was challenged in the U. S. Court of Appeals in Washington.

At issue were two elements of the split vote which decided the Fresno contest in favor of KFRE and against KARM Fresno. These are (1) what constitutes a majority of the FCC, and (2) whether Comr. Robert E. Lee's switch to favor KFRE was legal.

For several weeks before the ch. 12 grant was made, there were three commissioners favoring KFRE, two (including Comr. Lee) favoring KARM and two (Comrs. Rosel H. Hyde and Robert T. Bartley) favoring no grant until the deintermixture problems were resolved. Finally Comr. Lee changed his vote in favor of KFRE in order, according to his own statement, to break the deadlock. The appeal was filed by KARM and by ch. 47 KJEO (TV), both Fresno. KJEO sought to delay the Fresno decision until the deintermixture proceedings were completed.

The fact that Comrs. Rosel H. Hyde and Richard A. Mack were not present at oral argument although they participated in the final decision was attacked by KARM. Comr. Mack was appointed to the Commission after the oral argument was held. KARM also contended that the FCC did not permit it to put KFRE's financial qualifications in issue, that the Commission did not rule on the diversification issue and on allegations that KFRE had committed commercial excesses.

The FCC asked the court to dismiss the appeals because both stations, it asserted, had not exhausted their administrative remedies. They should have petitioned the Commission for reconsideration or rehearing, the Commission maintained. It held that financial qualifications are not an issue after the Commission determines that there are adequate funds available to meet the proposals. It also asserted that the question of diversification and excesses were treated in the January decision.

FTC Brings Charges Against Ads Of Aluminum Storm Window Firm

CHARGE of false advertising of aluminum storm windows was brought by the Federal Trade Commission last week against General Home Improvement Co., Brooklyn, N. Y. The advertising complained about was in newspapers, on radio and via telephone.

The FTC complaint alleges that when people responded to the advertisements of storm windows ($8.80 each, minimum of four), company salesmen disparaged the product and attempted to sell higher-priced windows.

Another misrepresentation, the FTC charges, involved a broadcast "mystery melody." Listeners who could identify the song

received a "gift certificate" worth $100 toward the purchase of storm windows. The FTC complaint labeled the $100 credit "wholly fictitious," claiming that the company merely increased the regular price by $100 when storm windows were sold to "gift-certificate" holders.

A third form of "bait," according to the FTC, was a representation that windows would be sold at a special promotion price to "only one home owner in each neighborhood . . ." The FTC alleges that this offer was not bona fide.

Named in the FTC complaint are Nathan Muroff and Ruby Friestat, officers of the company. A hearing has been scheduled for Jan. 22 in New York.

FCC STUDIES MEANS TO WIDEN CONELRAD

- **Goal: to reach outlying areas**
- **And provide fallout warning**

METHODS of widening the coverage of Conelrad stations have been under intensive study at the FCC since early this year, B•T learned last week. A project called Conelrad Phase II envisages several methods for making more useful radio communication to outlying areas—particularly for Civil Defense warnings on fall-out.

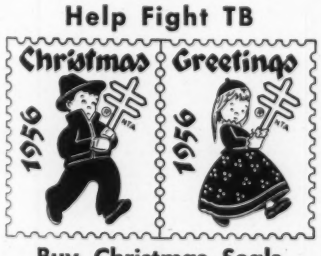
Conelrad under the present set up of cluster and off-on operation is still essential, Ralph Renton, U. S. Supervisor, Conelrad, explained. Its prime object is to deny navigational aid to enemy aircraft or missiles, he declared. Under this system, each cluster reaches out an average of 15 miles.

There are several methods of increasing this coverage, Mr. Renton indicated. One method, called "selected segment" operation, would permit a civil defense announcer to stop Conelrad operation for 30 seconds while he broadcast a specific message over the facilities of a single Conelrad station. By using all stations individually in a Conelrad cluster, Mr. Renton observed, coverage could be increased to about 25 miles.

A second method, which could be used after the air attack phase is over, but before the all clear, would be to silence the Conelrad operation and permit one of the stations to resume operation incognito on its assigned frequency with maximum power. This could, through choice of such stations throughout the country, enable blanket ground wave coverage of all critical areas, he reasoned. A third answer, but much more expensive than other methods, envisages the use of an airborne broadcasting station. Using 1 kw at 20,000 ft., Mr. Renton estimated that 200-mile coverage could be obtained.

The Conelrad operation—whereby clusters of stations operate intermittently on either 640 or 1240 kc—has been under attack in recent years by civil defense authorities. Their complaint is that Conelrad signals do not reach out far enough to be useful in relaying information to evacuees. The latest such complaint was made two weeks ago by the New Jersey Broadcasters Assn., which passed a resolution asking for reevaluation of the Conelrad system by Federal Civil Defense Administration and the FCC. NJBA said it believed a new study was necessary because of "dissatisfaction with the results within New Jersey in information available to the public in civil defense emergencies due to blanketing of state-originated signals by signals of neighboring states and larger cities."

Help Fight TB



Buy Christmas Seals

Court Drops WNET (TV) Appeal Against FCC's WPRO-TV Decision

A FEDERAL COURT has dismissed an appeal by Ch. 16 of Rhode Island Inc. against the FCC's refusal to order ch. 12 WPRO-TV Providence, R. I., off the air. The court said that the now-dark ch. 16 WNET (TV) Providence filed its appeal under the wrong section of the Communications Act.

WNET has been fighting the ch. 12 grant to Cherry & Webb Broadcasting Co. three years ago. The grant was made possible by a merger of competing applicants, including Cherry & Webb, Hope Broadcasting Co., Greater Providence Broadcasting Co. and George Taylor-Robert T. Engles jointly.

At issue was whether the FCC was correct in refusing to order the ch. 12 Providence station to cease operating when the court last January ordered the Commission to follow normal porcedure on WNET's protest. At that time, a stay of the grant involved was mandatory. However, Congress amended this provision, giving the Commission discretion in the matter.

WAVY Denies Beachview's Protest

WAVY Portsmouth, Va., grantee of ch. 10 there (WAVY-TV), has denied in its entirety a charge by Beachview Broadcasting Corp., unsuccessful applicant for the Portsmouth vhf channel, that WAVY misrepresented its ownership to the FCC [B•T, Oct. 29]. WAVY received the ch. 10 grant last May by a 3-to-2 Commission vote. The FCC reversed a hearing examiner who favored Beachview for the channel.

FCC Puts Ch. 15 in Ft. Wayne

ANOTHER CHANGE in the tv table of assignments was accomplished by the FCC last week when it assigned ch. 15 to Fort Wayne, Ind., by removing it from Angola, Ind., and substituting ch. 77 in the latter city. The change, the FCC said, does not effect WINT (TV), which operates on ch. 15 Angola. WINT may file an application to operate as a Fort Wayne outlet if it desires, the Commission stated.

of the 166 Metropolitan Areas in the United States

. . . THE TAMPA – ST. PETERSBURG MARKET RANKED 36TH IN RETAIL SALES!

WFLA-Radio blankets this busy market—FLORIDA'S SECOND MARKET . . . plus 11 counties in Florida's richest industrial-agricultural area.

WFLA reaches more than a quarter of a million radio homes in this growing sales area . . . added to them are a good share of Florida's five million tourists, going places, seeing things —and listening to their car radios!

To reach more radio listeners—more often—in this big *double-barrelled* market of steady year 'round buying power supplemented by millions of tourist dollars—*spot your product on WFLA!*

(Figures from Survey of Buying Power, May, 1956)

The Tampa Tribune Stations

wfla AM • FM RADIO NBC

TAMPA ST. PETERSBURG NBC AFFILIATE

National Representatives — JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS, Jacksonville, Florida

TOP DRAWER CHANGES CONTINUE AT ABC; BOARD NAMES TREYZ V. P.

- **Vice Presidents Morgan, Jahncke, Zorbaugh resign**
- **Rumors of possible ABC west coast changes persist**

THREE key executives of ABC resigned last week in the wake of the top-management reorganization which saw Robert E. Kintner resign as president and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, take over active direction of the broadcasting division.

The three were Harold L. Morgan Jr., vice president and controller and generally regarded as ABC's No. 2 executive during the Kintner tenure, who resigned to take an executive post with McCann-Erickson; Ernest Lee Jahncke Jr., vice president and assistant to the president, and Mrs. Geraldine Zorbaugh, network broadcasting's only woman vice president, who also is a special assistant to the president.

MR. TREYZ

In another ABC development, Oliver Treyz, who left the presidency of Television Bureau of Advertising to take charge of the ABC network in the mid-October management realignment, was named ABC vice president in charge of the tv network at a meeting of the AB-PT board last Wednesday. His election to a vice presidency had been expected [CLOSED CIRCUIT, Oct. 22]. The action came at one of the first AB-PT board sessions ever held at ABC headquarters.

In addition to the three resignations, reports persisted that changes may be made affecting ABC's west coast management. This speculation may have stemmed from the fact that John H. Mitchell, vice president in charge of the tv network before Mr. Treyz' arrival and now vice president and special assistant to Mr. Goldenson, left New York about two weeks ago for a west coast business visit expected to last four or five weeks. Mr. Goldenson said he had no information to substantiate the reports of imminent west coast changes. He himself left for the coast late last week, but his visit was said to concern program matters.

While Mr. Morgan's exact post at McCann-Erickson has not been determined, it will be concerned basically with budget, budget control and other financial activities, in which he is a specialist.

Mr. Jahncke, whose resignation was disclosed in an announcement of a new line of authority in ABC's station relations departments, is known to be considering several offers of executive management posts, but said he does not plan to make "any quick decisions." His resignation became effective last Friday.

MR. MORGAN

Mrs. Zorbaugh also was considering future plans, and is expected to make known her new association within a short time. Unconfirmed reports suggested that she may join CBS, probably in the legal department. She was a member of the ABC legal department from 1943 until her recent promotion to vice president and assistant to the president, and during her tenure served successively as assistant secretary and assistant general attorney, acting general attorney, and general counsel.

Mr. Jahncke joined ABC when it was the Blue Network. After service in World War II he rejoined ABC in December 1945 as a member of the network's station relations department, and many of his responsibilities have been in that field. In recent years he also spent much of his time on television allocations problems in ABC's efforts to get more tv stations assigned to key markets in order to improve its clearance problems.

His resignation was announced in conjunction with a realignment under which the national directors of station relations for radio and tv, who formerly reported to Mr. Jahncke, will now report directly to the heads of their respective networks. This realignment is in accord with Mr. Goldenson's policy of full delegation of responsibilty and the separation of activities within the company. Edward J. DeGray, national director of ABC radio station relations, will report to Don Durgin, vice president in charge of the radio network, and Alfred R. Beckman, national director of tv station relations will report to Mr. Treyz.

Mr. Goldenson, announcing the changes, said he accepted Mr. Jahncke's resignation "with regret, because, throughout 20 years with the Blue Network of NBC and ABC, he has done much to build ABC to its present position of strength." He also paid tribute to Mr. Morgan and his service to ABC,

MR. JAHNCKE MRS. ZORBAUGH

in connection with Mr. Morgan's resignation. The resignation of Mrs. Zorbaugh had not been officially announced late last week.

A veteran in the finance field, Mr. Morgan in 1937 became an assistant to E. E. Anderson, consultant to Edward J. Noble, now chairman of the AB-PT finance committee. When Mr. Noble was owner of WMCA New York, Mr. Morgan was secretary of the station, and in 1943, when Mr. Noble acquired the Blue Network, he became an assistant in the network's consulting department. Subsequently Mr. Morgan served as business manager of ABC-TV, national director of television operations, vice president in charge of ABC-TV programs, and vice president in charge of television production services before becoming vice president and controller in 1954.

Mr. Jahncke entered broadcasting in 1937, serving first as traffic supervisor and later as assistant to the manager of the Blue Network. At ABC, he served successively as manager of station relations, manager of tv station relations, vice president in charge of both radio and tv stations, vice president in charge of the radio network and vice president and assistant to the president.

ABC is currently operating without an official president although Mr. Goldenson is serving as acting president.

$200,000 New Billings Placed By Three Advertisers on CBS

SALES of CBS Radio programs to three advertisers amounting to an estimated $200,000 in gross billings were announced last week by John Karol, CBS Radio vice president in charge of network sales. The advertisers are the Seven-Up Co., St. Louis, through J. Walter Thompson Co., Chicago; Lewis Howe Co. (Tums), St. Louis, through Ruthrauff & Ryan, Chicago, and White House Co. (plastic toys), Harrison, N. J., through Victor & Richards, N. Y.

Seven-Up has bought four five-minute participations both in *Bing Crosby Show* (Mon.-Fri., 7:30-7:45 p.m. EST) and in *Amos 'n' Andy* (Mon.-Fri., 7:05-7:30 p.m. EST). Tums has renewed a five-minute segment each week of the Saturday *Robert Q. Lewis Show* (11 a.m.-noon EST). White House Co., in a special pre-Christmas promotion, has bought six seven-and-one-half minute segments of daytime serials and five 15-minute and three 10-minute programs.

NBC RADIO RAISES COMPENSATION RATE

- **Affiliates get 7.5% more**
- **Bolstering Plans Detailed**

NBC Radio affiliates' rate of compensation from the network will be increased by 7.5% effective Jan. 1, Matthew J. Culligan, NBC vice president in charge of the radio network, told the first of a series of five regional meetings of affiliates Thursday in New York.

The boost, like a similar 6.25% increase in compensation rates granted by CBS Radio to its affiliates effective Aug. 25 [B•T, June 11], partially restores reductions which affiliates have taken since the impact of tv began to be felt five years ago. Rates to advertisers are not affected, as was also true in the case of CBS Radio's compensation improvement.

The approximately 30 affiliates at the New York meeting were reported to have given "overwhelming" approval to the plans for revitalizing the NBC Radio network. A similar meeting on the broad plans disclosed the preceding week [B•T, Nov. 12] was held in Chicago Friday, and other sessions are to be conducted in Atlanta today (Monday), Dallas tomorrow, and San Francisco next Monday.

The NBC Radio network head, who is leading the NBC delegation at the meetings, meanwhile sketched plans—with most attention to news programming emphasis—in a session with newsmen last Monday. He emphasized that the overall plans had been worked out with the NBC radio affiliates program advisory committee and approved also by the NBC Radio affiliates executive committee. He also disclosed, without identifying the prospects, that NBC Radio expects "two major buys by two top advertisers" within ten days.

The projected five-minute newscasts hourly from 7 a.m. to 11 p.m., he said, represent "a milestone in the radio business," while the network's new "Hot Line" service—launched on an interim basis last week pending delivery of new special equipment the first of the year—was described as one that "will restore the newspaper 'extra' to the American scene."

The "Hot Line" Hookup

The "Hot Line" service links NBC headquarters with all 197 NBC Radio affiliates for 17 hours a day, utilizing equipment that will enable NBC to cut into local as well as network programming with news bulletins as developments warrant. This equipment, which also may be employed for civilian defense warnings if the need arises, uses a subaudible tone to activate a buzzer at each affiliated station to serve notice that an important news story requires clearance.

NBC hopes to sell the five-minute hourly newscasts, but since stations must agree to clear the time for these (which under present plans would be counted toward network option time), officials have not yet been able to offer them for sale. Mr. Culligan said stations would be contacted with affiliation

ALLARD-CADILLAC COURTESY WILFRED GRAY—EUROPEAN MOTORS OF INDIANAPOLIS, INC.

5000 Watts Full Time

KSO

1460 KC
Des Moines, Iowa

The rated "horsepower" of your selling message is up . . . You're using "premium-power" on KSO, Iowa's most powerful independent station. Music, news and sports continuously gives a "winners-circle" audience both day and night . . . Put *this* premium power to work for you!

5000 Watts Daytime

WXLW

950 KC
Indianapolis, Ind.

WXLW is a "Big Iron" in Indianapolis' rapidly growing market . . . Really "Barrel" your *sell* home to a ready market of financially capable buyers . . . use WXLW's "power-pack" of music and news programming from dawn to dusk. Get behind the wheel and get 100 bonus miles of coverage around the hub of Indiana!

Get the Facts from Your JOHN E. PEARSON Representative

contract amendments embodying the option time changes shortly after the series of regional meetings is completed. Assuming station acceptance of the plan, he said, the newscasts probably will be offered to advertisers in packages of five a week, with contracts for 13 weeks.

The "Hot Line" newscasts will not be offered for sale. They will be in two categories: (1) an "NBC Spot Report," consisting of material of interest but not "hot news," which the station may present live or transcribe for presentation later, and (2) an "NBC Flash Report," consisting of news "too important to wait."

In connection with another phase of NBC's new radio program plans—that offering affiliates the right to sell NBC sustaining programs locally, at no cost to the station—Mr. Culligan indicated a difference of opinion exists between NBC and its Affiliates' Advisory Committee regarding the amount of notice NBC would have to give before recapturing programs sold locally.

In discussing other plans, Mr. Culligan conceded that in radio "we just got our brains knocked out by television" because radio was not "prepared" for tv's impact. This is a situation that NBC intends to correct, he asserted. The big strengths of radio, as he saw them, are news, daytime and weekends, and the "hard core" of people who'd rather listen to radio than watch tv.

Among the other plans, NBC proposes to extend its weekend *Monitor* service—which Mr. Culligan said is completely sold out for November and for most of December—to include the Friday night period from 8 o'clock until the fightcasts starting at 10; install an hour-long strip in the Monday-Friday 8-9 p.m. period; strengthen the two-hour Monday-Friday morning *Bandstand* program, followed by an hour-long personality show and two hours of drama in the afternoon, and extend all station breaks to 70 seconds, giving affiliates a one-minute commercial availability.

Jones Added to CBS Inc.

MERLE S. JONES, who succeeds J. L. Van Volkenburg as president of the CBS Television Div. on Jan. 1 [B•T, Nov. 5], last week was named a vice president and director of the parent CBS Inc., also effective Jan. 1. Mr. Jones currently is an executive vice president of CBS-TV. Mr. Van Volkenburg, while resigning as CBS-TV president, will continue to serve on the CBS Inc. board of directors and effective Jan. 1 will become a consultant to CBS.

NBC Stations Promote O'Brien

PROMOTION of Thomas S. O'Brien from divisional business manager to director of business affairs of NBC-owned stations was announced last week. Mr. O'Brien joined the NBC unit in 1952 as assistant controller after having served for five years with Socony-Vacuum Oil Co.

SEWARD, DUNDES PROMOTED BY CBS

- **Two radio v.p.'s move up**
- **As J. Kelly Smith resigns**

APPOINTMENTS at CBS Radio of James M. Seward as executive vice president and Jules Dundes as vice president in charge of station administration were announced Thursday. At the same time it was disclosed that J. Kelly Smith has resigned as administrative vice president, effective Dec. 31.

Mr. Smith is resigning because of health reasons, Arthur Hull Hayes CBS Radio's president, pointed out in his announcement, noting, however, that he would continue with CBS Radio as a consultant.

The elevation of Messrs. Seward and Dundes was made in anticipation of this change in CBS Radio executive ranks, according to Mr. Hayes. The appointments are effective today (Monday). Mr. Seward's appointment reactivates a post discarded in 1951 when CBS Radio and CBS-TV were organized as separate CBS Inc. operating entities. Both Mr. Seward and Mr. Smith became administrative vice presidents of CBS Radio in 1951.

Mr. Seward previously had been vice president in charge of business affairs for

CBS INC. NET UP 7.4% FOR 9 MOS.

CONSOLIDATED net income of CBS Inc. for the first nine months of this year reached a total of $9,368,073 for a 7.4% gain over the comparable period of 1955, Board Chairman William S. Paley announced last Wednesday at a meeting of the board. Current earnings were equivalent to $1.25 a share as compared with $1.19 a share for the first nine months of 1955.

Net revenues and sales for the period were placed at $256,379,847, a 13.5% increase from the total for the corresponding nine months last year.

The 1956 figures represent results after deducting special provisions made to cover the estimated expenses and losses, other than losses which might result from disposal of plant facilities, related to discontinuance of CBS-Columbia, radio and tv set manufacturing division. These special provisions, which approximated 35 cents a share after applicable tax credits, were charged to earnings of the first half-year. Disposal of the CBS-Columbia plant facilities, on which it was estimated that losses approximating 9 cents a share may result, has not yet been finalized.

The board declared a cash dividend of 20 cents a share and a special cash dividend of 10 cents a share on class A and class B stock, both payable Dec. 14 to stockholders of record at the close of business Nov. 30.

In addition, it declared a stock dividend of 2% on its presently outstanding class A and class B shares. No fractional shares will be issued in connection with the stock dividend; instead, stockholders will receive nontransferable order forms in denominations of fiftieths of a share. The stock dividend will be paid Dec. 28, or as soon afterward as practicable, to stockholders of record at the close of business Nov. 30.

Following are the nine-month consolidated income statements for CBS Inc. and domestic subsidiaries, 1956 as compared to 1955:

	Nine Months Ended *September 29, 1956 (39 Weeks)*		*October 1, 1955 (39 Weeks)*	
NET REVENUES AND SALES		$256,379,847		$225,841,652
Deduct:				
Operating expenses and cost of goods sold	$187,511,114		$167,556,840	
Selling, general and administrative expenses	43,028,145		33,646,553	
Provision for depreciation and amortization of fixed assets	4,981,726		4,902,689	
		235,520,985		206,106,082
		20,858,862		19,735,570
Miscellaneous income, less miscellaneous deductions		*120,789*		*216,857*
Income before federal taxes on income		20,738,073		19,518,713
Provision for federal taxes on income		11,370,000		10,800,000
NET INCOME FOR PERIOD (NOTE 1)		$ 9,368,073		$ 8,718,713
Earnings per Share (Note 2)		$1.25		$1.19

Italics denote red figure

NOTES:

1. As reported in our consolidated income statement for the six months ended June 30, 1956, special provisions for estimated expenses and losses expected to be incurred in discontinuing the operations of the company's radio and television receiver manufacturing division, CBS-Columbia, were charged against profits for the first half-year. After applicable tax credits, such special provisions approximated $.35 per share. As of the date of this report, disposal of the division's plant facilities has not yet been finalized. Losses which may be sustained on such disposal are currently estimated at $.09 per share.
2. Earnings per share are calculated on the average number of shares, 7,490,438 in 1956 and 7,328,450 in 1955, outstanding during the respective nine month periods.
3. The 1956 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

SAMUEL R. DEAN,
Treasurer

Nov. 14, 1956

CBS network programs (1949), director of operations (1942), assistant treasurer (1935) and assistant to the first vice president in 1934.

MR. SMITH

Prior to becoming administrative vice president, Mr. Smith had served as vice president in charge of station administration beginning in 1948. His first association with CBS was in 1926 when he joined WBBM Chicago as manager. Later he went to Montgomery Ward & Co., returning to WBBM as sales manager in 1933. He became general manager of CBS Radio Sales in 1936 and network director of station relations in 1945.

Mr. Dundes, who has been CBS Radio vice president in charge of advertising and promotion, will have reporting to him CBS-owned radio stations, CBS Radio Spot Sales and the Housewives' Protective League.

A member of CBS' promotion department in 1936, Mr. Dundes four years later became advertising and sales promotion manager for WCBS (then WABC) New

MR. SEWARD

MR. DUNDES

York. In 1940, Mr. Dundes advanced to director of sales and advertising, KCBS San Francisco, and in 1955 to general manager of KCBS. Early this year, Mr. Dundes returned to New York as vice president in charge of advertising and promotion.

ABC Western Promotes Four

THE splitting of radio and tv functions has resulted in four new engineering positions in the Western Div. of ABC. Ralph Denechaud, formerly assistant chief engineer, becomes manager of radio engineering operations; Robert Trachiner, technical director, becomes manager of tv engineering operations; John Eilers, head of radio-tv maintenance, was named supervisor of radio maintenance-technical purchasing and Glen Akins, maintenance engineer, was named supervisor of tv engineering maintenance.

AB-PT Declares Extra Dividend

THE board of directors of American Broadcasting-Paramount Theatres last week declared an extra common stock dividend of 30 cents a share, in addition to the regular quarterly dividend of 25 cents a share, and also a regular quarterly dividend of 25 cents a share on the preferred stock.

'Play Marko' Supported In NARTB Court Filing

THE CAPLES Co., Chicago advertising agency which is fighting the FCC's ruling that its *Play Marko* television program is a lottery, won a strong adherent last week. NARTB, filing *amicus curiae*, told the U. S. Court of Appeals in Washington that the bingo type program is not a lottery. At the same time, the FCC in filing its brief, again reiterated its stand that the program was a lottery.

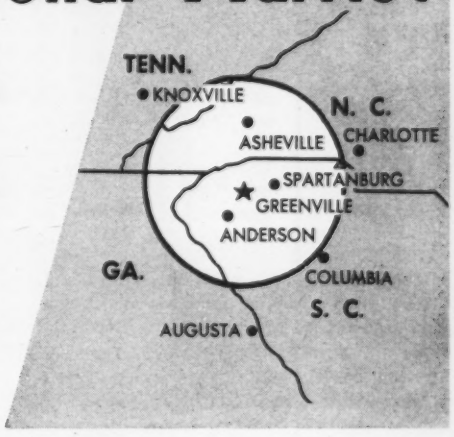
Last May the FCC held that *Play Marko* was a lottery. Caples appealed this ruling last June [B•T, July 2]. Also appealed was the refusal of the U. S. District Court in Washington to issue an injunction against the FCC on the program.

The key is the consideration involved in playing the game. Players must secure their bingo-like cards from merchants who sponsor the show. This, the FCC claimed, was consideration. NARTB, like the Caples Co., denied that this was consideration in the sense of the lottery laws. Lotteries, according to court interpretations, must include prize, chance and consideration. All litigants have admitted that prize and chance are involved in the *Play Marko* program.

At one time the program was reported to have been carried on 25 tv stations. However, when the FCC questioned the program on KTLA (TV) Los Angeles, all

DOMINANT in this 4-State, 58-County 2-Billion Dollar Market

Here in WFBC-TV's 100 UV/M contour is the South's richest textile-industrial area and its famous mountain vacationland.



Population, Income and Sales from Sales Management Survey of Buying Power 1956. TV Homes from Nielson '53, plus RETMA shipments to date.

"The Giant of Southern Skies"

Population	1,991,700
Incomes	$2,115,295,000.
Retail Sales	$1,467,678,000.
Television Homes	367,230

Here is one of the South's great markets. Compare it with Atlanta, Jacksonville, New Orleans or Miami! Latest PULSE and ARB Reports prove WFBC-TV's Dominance in its coverage area. Write us or WEED for market data, rates and availabilities.

Video—100,000 Watts (FCC MAXIMUM)
Audio—50,000 Watts
Antenna height—1,204 feet above average terrain—2,204 feet above sea level.

The Giant is the only maximum-powered VHF station in the Greenville - Anderson - Spartanburg market.

NBC NETWORK

WFBC-TV

Channel 4 Greenville, S. C.

Represented Nationally by WEED TELEVISION CORP.

the stations dropped the program.

In recent months, the FCC also has under investigation another type of bingo program, *Ringo,* and a coffee promotion sponsored by Folger's coffee on west coast radio stations [B•T, Nov. 12].

In 1954, the Supreme Court, in upholding a lower court ruling, held that the Commission exceeded its powers in interpreting consideration in the lottery laws to include listening to radio or watching tv.

World Expansion Plans Bring Two Promotions

AIMING towards a 1957 expansion in programming and sales, Dick Lawrence, newly-named general manager of World Broadcasting System [B•T, Nov. 12], announced the promotion of two sales executives to new posts at World.

James Weathers, who has been in charge of WBS' southern division, last week was named national sales manager of the radio program service firm. He shifts his headquarters from Macon, Ga., to the home office in New York. Ken Joseph, most recently northern divisional manager, was appointed assistant national sales manager. He also will headquarter in New York.

MR. LAWRENCE

MR. WEATHERS

Networks, BMI Sued

A SUIT asking treble damages of $2.1 million was filed Wednesday by Gloria Parker, author-composer, against NBC, CBS and Broadcast Music Inc. In a complaint filed at federal court in New York, Miss Parker charged the networks and BMI with having "combined to restrain trade and commerce . . . and to establish a monopoly in the production, acquisition, distribution, sale, use and utilization of musical works and compositions."

UNIVAC TO INVADE TIMEBUYING, SELLING

- **PGW plans electronic brain**
- **Installation starts Jan. 1**

IS the briefcase (with slide rule) as standard equipment for the time salesman giving way to Univac, the electronic brain that churns out answers to everything from a mathematics problem to a prediction as to who will win an election?

Peters, Griffin, Woodward Inc., station representative, is announcing today (Monday) an electronic system that will store information on programs, availabilities and rates for both radio and tv. The robot genius that will do all this is an electronic system designed by Remington-Rand engineers which uses the principles of Univac. The system was created after months of joint study by the engineers and the station representation firm.

Once the equipment is installed—installation will begin Jan. 1 with full operation during the first quarter of 1957—advertisers and/or agencies can obtain their answers for data on programs, availabilities and rates automatically and immediately.

Jones Scovern, PGW vice president who directed the research and study that led to the system's development, explains the firm felt the new system was needed to meet the demands for complete and accurate information "at the earliest possible moment." Spot radio and spot tv, he notes, "today represent a very important part of the advertiser's budget," and that the electronic system "will be the means by which PGW can better serve agencies, advertisers and the stations we represent."

PGW emphasizes that it had developed standard availability confirmations and schedule change forms and a simplified method of handling broadcast contracts some years ago. Although this streamlining was "successful," PGW found the growth of spot radio and spot tv posing new problems: the duplication in typing information from one form to another and the checking needed to assure accuracy. Thus, hours of secretarial time now could be accomplished in less time and automatically.

Although a time saver, PGW does not expect the system to replace any of its employes, but "rather will result in the employment of additional people."

MR. SCOVERN (l) and Kenneth Schonberg of Remington-Rand go over final blueprints for installation of PGW electronic system.

WAS BUSINESS HURT BY DAILIES' STRIKE?

CLEVELAND radio and tv stations were returning to normal operations Friday as the half-month shutdown of the three major newspapers came to an end. Augmented news schedules prevailed at all stations during the Nov. 1-15 strike period, with department and specialty stores expanding their use of the electronic media [B•T, Nov. 12].

While city department stores felt the loss of newspapers early in the strike, some retail executives told B•T the impact was minimized by intensified use of radio-tv, reappearance of shopping news service and the fact that the public became accustomed to lack of newspapers.

Gordon W. Gray, of the Cleveland Merchants Board, said that the weather had been an important factor in keeping down sales, judging by local retailer comments. He said many retailers felt the weather was more of a factor than lack of newspapers. Federal Reserve figures showed a nationwide slack in department store sales, due chiefly to unseasonably mild weather and the national elections. Cleveland's sales were believed to be down slightly more than the national average.

Saturday, Nov. 10, was described as an unusually good retail day in Cleveland, notably above the same weekend a year ago when cold weather prevailed in Cleveland. On the other hand, a return of balmy weather last week affected fall-winter merchandise sales and early Christmas buying.

WSRS Cleveland claimed to be first in announcing the American Newspaper Guild vote to call off the strike. The station had a reporter at the meeting and broadcast recorded comments during the Thursday afternoon voting process.

Sol Kahn Elected President In WITI-TV Reorganization

REORGANIZATION of executive structure of Independent Television Inc. was reported Wednesday, with election of Sol J. Kahn, minority stockholder, as president of WITI-TV Milwaukee. No changes in ownership were involved.

New officers and their posts, in addition to Mr. Kahn, are Arthur Fleischman, of Detroit, vice president; Robert K. Straus, of New York, vice president; Col. William A. Roberts, Roberts & McInnis, Washington, D. C., as secretary (and continuing as general counsel); Lawrence Fleischman, Detroit, and 11.7% stockholder, continuing as treasurer.

Board comprises above officers and Max Osnos, 10.56% stockholder and owner of WBID-TV Detroit and WTOH-TV Toledo; Jack Kahn, principal stockholder (33.2%) and former WITI-TV president, and Stanley and Leonard Glen.

Harker Leaves Storer; Bob Wood Succeeds Him

ROBERT C. WOOD has been appointed national sales director of Storer Broadcasting Co. following retirement Nov. 13 of Tom Harker, who has filled the post since 1947. In announcing the appointment, Stanton P. Kettler, operations vice president of Storer, said it was "in recognition of Mr. Wood's services as assistant to Mr. Harker."

A 22-year broadcasting veteran, Mr. Wood joined Storer in 1951 as midwest sales manager in Chicago. Later he moved to New York as national sales manager. Before joining the Storer stations he was account executive at several New York agencies and prior to that was commercial program sales director of WOR New York where he started his broadcast career. In his new post he is responsible for development of all national

MR. WOOD MR. HARKER

sales and supervises sales offices in San Francisco, Chicago and New York.

Mr. Kettler called retirement of Mr. Harker "a loss to our entire organization," lauding his development of national sales. Before joining Storer in 1947. Mr. Harker had served in advertising and sales posts at the *Chicago Herald* and *Examiner,* Curtis Publishing Co. and both MBS and ABC networks. He has been termed the "best-loved salesman in broadcasting." He said he leaves the industry to embark on an "active retirement."

Grumbles Quits WMC Stations To Become WHBQ-AM-TV Manager

WILLIAM H. GRUMBLES, assistant general manager of WMC-WMCF (FM) and WMCT (TV) Memphis, owned and operated by the *Memphis Commercial Appeal,* has been named general manager of RKO Teleradio Pictures' WHBQ-AM-TV Memphis, John B. Poor, RKO Teleradio vice president, announced Thursday. Mr. Grumbles succeeds John Cleghorn, who effective Nov. 30, takes active control of his recently-established General Advertising Co. in Memphis. Before joining the *Commercial Appeal* stations, Mr. Grumbles was operations manager of WHBQ-AM-TV.

MR. GRUMBLES

Judge Refuses Writ of Mandate To Mrs. Alvarez in KFMB Case

SUPERIOR Court Judge Clarence Harden last week turned down a plea by Maria Helen Alvarez for writ of mandate to require the other directors of Wrather-Alvarez Broadcasting Corp., licensee of KFMB-AM-TV San Diego, to show her the books and financial records of the company.

The judge commented that the evidence did not show Mrs. Alvarez had been denied access and he noted she had rejected an offer made by the defendants to stipulate her rights before the hearing opened a fortnight ago [B•T, Nov. 12].

Mrs. Alvarez had charged that George Whitney, vice president and general manager, had refused to let her see the records, but he denied her allegations in his testimony and said the station records always were available.

Mr. Whitney further declared that he had so notified Mrs. Alvarez in a telegram the weekend before she petitioned the court for the writ of mandate.

The judge, in turning down the plea last week, ruled that Mrs. Alvarez "has not been injured nor is she threatened with injury."

Bernard Named KTBS Manager

APPOINTMENT of Paul H. Bernard as station manager of KTBS-AM-FM Shreveport, La., was announced last week by E. Newton Wray, president and general manager of KTBS Inc. Mr. Bernard formerly was assistant production manager at KTBS-TV.

Showmanship with that KENTUCKY FLAIR!

Here you see Dave Garroway driving up to Kentucky's magnificent new $16,000,000 State Fair and Exposition Center—where for two days in September he originated his *Today* show.

In a State that's known for showmanship, Kentuckians look to WAVE-TV for the best in *television* showmanship. Here's the proof:

PROGRAMMING: Two 1956 Surveys* show that WAVE-TV gets *audience preference!*

COVERAGE: WAVE-TV has 66% greater coverage than the second Louisville station because of its low Channel 3, full power and greater tower height (914' above sea level)! 2,437,000 people are served by WAVE-TV in 70 mid-Kentucky and Southern Indiana counties!

EXPERIENCE: WAVE-TV was first on the air in Kentucky, in 1948. Its experienced crews have the know-how to help your programs *and your commercials sell!*

Let NBC Spot Sales give you all the facts!

Metropolitan ARB, March, 1956
ARB Louisville, Feb., 1956

LOUISVILLE'S
WAVE-TV
CHANNEL 3
FIRST IN KENTUCKY
Affiliated with NBC

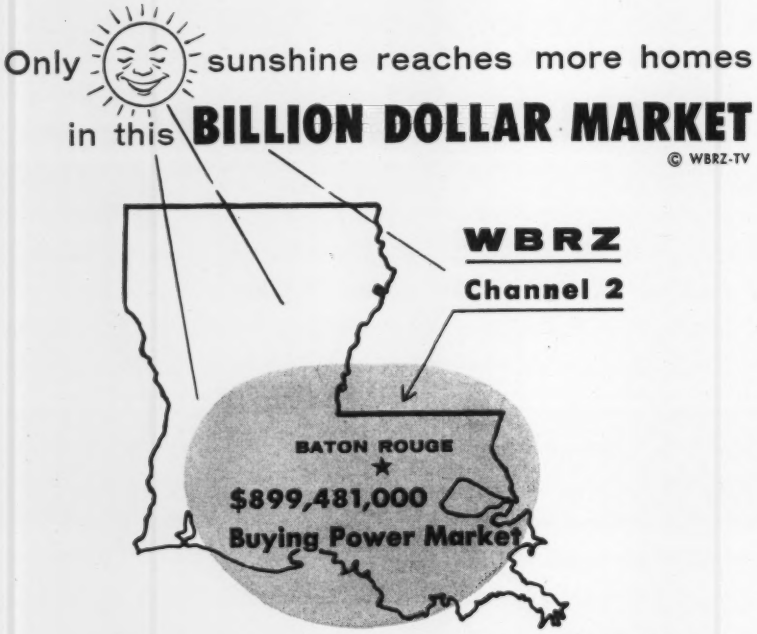
NBC SPOT SALES
Exclusive National Representatives

Morton Sidley Seeks $600,000 Claimed Due Him in KFWB Sale

THE Crowell-Collier Publishing Co., KFWB Los Angeles, and the station's former owner, Harry Maizlish, have been sued for more than $600,000 in Los Angeles Superior Court for breach of contract by former KFWB Commercial Manager Morton Sidley. Mr. Sidley also has asked the FCC to set for hearing the $16 million sale of Consolidated Television & Radio Broadcasters Inc.'s seven radio and tv properties to Crowell-Collier, now pending FCC approval [B•T, Oct. 15].

Mr. Sidley claimed he was released as commercial manager of the Los Angeles independent without payment of a sum provided in his seven-year contract (which he claimed runs to 1962). This clause, he alleged, provided that if the station was sold and he was not retained by the new owners, he would receive 9% of the sales price. KFWB was bought by Crowell-Collier for $2.5 million, receiving FCC approval last August [B•T, Sept. 3]. The new general sales manager of KFWB is Frank King [B•T, Nov. 12].

Robert Purcell, acting general manager of KFWB, said, "Upon assuming control of KFWB, Crowell-Collier attempted to enter into a new arrangement for the continued employment of Mr. Sidley. However, we were unable to agree upon mutually satisfactory items. Mr. Sidley's services were terminated in accordance with a provision in the original contract that sale of the station would automatically be construed to effect termination of the agreement. Crowell-Collier has advised Mr. Sidley that it stands ready to pay, when due, the salary, expenses and bonuses provided for by the contract. Any claims which Mr. Sidley may have for a percentage of purchase price are claims against the former owner and not against Crowell-Collier or KFWB."



AUDIENCES are MARKETS

NIGHT -- from 5 p. m. to sign-off — Monday thru Friday WBRZ rated highest in 125 quarter hours out of a total of 149.

and

DAY -- from 12 noon to 3:30 p. m. — Monday thru Friday WBRZ rating tops all others combined.

from a study by American Research Bureau, Inc., encompassing 31 parishes and counties in Louisiana and Mississippi.

WBRZ Channel 2
BATON ROUGE, LOUISIANA

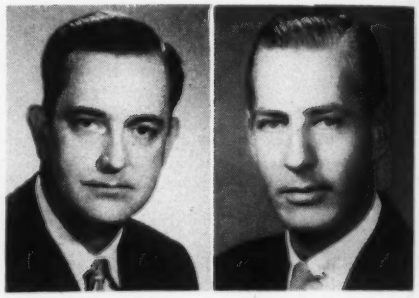
Power: 100,000 watts
Tower: 1001 ft.
NBC-ABC
Represented by Hollingbery

Richdale Succeeds Petersmeyer As KOTV (TV) General Manager

JAMES C. RICHDALE Jr., assistant general manager and commercial manager of KOTV (TV) Tulsa, last week was promoted to vice president and general manager of the station. He replaces as general manager C. Wrede Petersmeyer, who gives up that position but will retain the presidency of KOTV Inc.

Simultaneous with Mr. Richdale's appointment, Mr. Petersmeyer announced that George Stevens, southwestern manager of Avery-Knodel Inc., Dallas, has been named commercial manager.

The realignment was necessitated, Mr. Petersmeyer said, because of the recent expansion of the J. H. Whitney & Co. radio-tv interests. In addition to KOTV, the Whitney stations are KGUL-TV Galveston-Houston, WISH-AM-TV Indianapolis and WANE-WINT (TV) Fort Wayne, Ind. Mr. Petersmeyer also is president of the Indiana stations and chairman of the executive committee of KGUL-TV.



MR. STEVENS MR. RICHDALE

Biscayne Television Dedicates New WCKR, WCKT (TV) Center

A SPECIAL radio-television simulcast marked the completion of Biscayne Television Corp.'s new center for its WCKT (TV) and WCKR Miami, Fla.

Among those participating in the dedication program Nov. 10 were Florida Gov. Leroy Collins, Sen. George Smathers, FCC Chairman George C. McConnaughey, and Niles Trammell, president of Biscayne.

The ch. 7 tv station began regular program telecasting on July 29 of this year. At that time the buildings and facilities of the center, located on North Bay Causeway, were essentially complete. Since that date the WCKR Radio installation has been brought to its final phase and broadcasting started from the new radio home on Oct. 29.

Cameraman Gene D. McKinney goes aloft for some footage on a new building.

WIBW-TV goes anywhere for news and gets it – with High Speed Du Pont 931 film

Good local and regional coverage is an important part of the six daily newscasts of WIBW-TV, Topeka, Kansas, and is contributing to the station's rapid growth in the Midwest. Du Pont 931 Film has proven ideal for their news photography both day and night.

Ed Rutherford of WIBW-TV Photo Staff says, "On one occasion, a photographer 'opened up' and shot in darkness so dense there was no meter reading. Result: a usable print!"

WIBW-TV staff members report a 180 ASA rating outdoors for 931 and easily push it up to 350 ASA. Latitude and sensitivity – excellent. And Mr. Lewis Dickensheets, Assistant General Manager, says: "Fortunately, Du Pont 931 is prehardened. That's particularly important, since the water we use for cooling is often above 76 degrees!"

Take advantage of the many fine features of Du Pont 931. For more information, ask the Du Pont Sales Office nearest you or write Du Pont, Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Toronto.

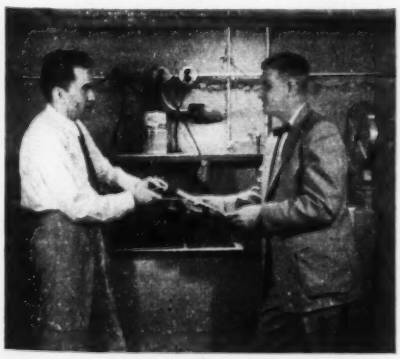
SALES OFFICES

Atlanta 8, Ga.....805 Peachtree Building
Boston 10, Mass.....140 Federal Street
Chicago 30, Ill.....4560 Touhy Avenue, Lincolnwood
Cleveland 16, Ohio.....20950 Center Ridge Road
Dallas 7, Texas.....1628 Oak Lawn Avenue
Los Angeles 38, Calif.....7051 Santa Monica Blvd.
New York 11, N. Y.....248 West 18th Street
Wynnewood, Pa.....308 East Lancaster Avenue
Export.....Nemours Bldg., Wilmington 98, Delaware

DU PONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM



Ed Rutherford of WIBW-TV (left) discusses techniques with Richard Allen, Du Pont Technical Representative. WIBW-TV processes as much as 2,450 feet a day of 931 film.

News cameraman Richard C. Robbins editing some "hot" processed footage with Lewis Dickensheets, Assistant General Manager (left) of Television Station WIBW.

Cameraman Charles W. King (right) films announcer Dean Curfman, who says: "We use single-system sound, and 931 never blocks up an optical sound track."

Ch. 8 KGW-TV Portland Testing First RCA 100 Kw Transmitter

FIRST transmissions from an RCA 100 kw tv transmitter have been sent out by ch. 8 KGW-TV Portland, Ore., according to Walter Wagstaff, manager. Mr. Wagstaff reported that the transmitter was working perfectly in black and white and in color. Reception of the test pattern was said to be excellent from central Washington on the north to northern California on the south. KGW-TV is scheduled to begin commercial operation with maximum 316 kw next month.

The 100 kw transmitter, RCA's first and only, is fed to a 3.5 gain, eight-bay superturnstile antenna, which uses four bays for visual and four bays for aural radiation. The propagation, it was explained, is in the form of a broad front pattern which is considered better for rugged terrain areas like Portland than the more normal 50 kw transmitter and high gain antennas. Use of the 100 kw transmitter reportedly puts more signal into the atmosphere, thus overcoming many potential shadow areas in the market.

Injunction Forbids WOHO Use Of News From Toledo Papers

A PERMANENT injunction has been issued against WOHO Toledo, Ohio, barring the station from using news items from the *Toledo Blade* or the *Toledo Times* in broadcasts for at least 24 hours after publication.

The court order, issued a fortnight ago by Common Pleas Judge Tom Stahl, does not prevent the radio station from using published news items as leads or "tips" to news events and then independently gathering its own information for broadcast.

The injunction settled a $250,000 damage suit brought by the Todelo Blade Co. against Midwestern Broadcasting Co. (WOHO) on Aug. 30, 1955. As part of the settlement, the *Blade* withdrew its claim for damages.

Rollins Opens Another Am

A PATTERN of new radio stations to serve special needs of an area or community is being continued by Rollins Broadcasting Inc. which on Nov. 1 opened its latest outlet, WGEE Indianapolis. Daytimer WGEE will serve a combined white and Negro audience in an agricultural area. The station will offer specialized program segments for the Negro audience. WGEE operates on 1590 kc with 5 kw.

Other Rollins broadcast properties are WNJR Newark, N. J.; WAMS Wilmington, Del.; WJWL Georgetown, Del.; WRAP Norfolk, Va.; WBEE Harvey, Ill., and WPTZ-TV Plattsburgh, N. Y.

Coelos of WGN-TV Dies at 41

ROGER M. COELOS, 41, director of special events at WGN-TV Chicago, died of a heart attack at his home last Monday. Survivors are his wife, Dorothy, a daughter, Barbara, his parents, and a brother. Funeral services were held last Thursday in Chicago.

FIRST MEETING of new Plans Board of Edward Petry & Co., station representation firm, was held last week. At the Tuesday-Wednesday sessions, which covered virtually all phases of company operations and formulated reports and recommendations to be submitted to President Edward Petry and Executive Vice President Edward E. Voynow, were (l to r) seated: Lee Redfield, manager of special services; Bill Steese, radio promotion manager; Bill Maillefert, vice president in charge of radio; John Ashenhurst, radio manager, Chicago office; Thomas E. Knode, vice president in charge of television and plans board chairman; Charles Philips, manager of tv sales development; Robert Hutton, tv promotion manager; Martin Nierman, eastern tv sales manager; standing, Jim Eshelman, eastern radio sales manager; Louis Smith, tv manager, Chicago office, and Bill Cartwright, radio manager, Detroit office.

STATION PEOPLE

MR. HERMAN

A. M. (Abe) Herman, member of a legal firm, elected director, Carter Publications Inc. (WBAP - AM - FM - TV Fort Worth). Mr. Herman is member of radio committee, American Bar Association.

Jack de Mello, general sales manager, KROW Oakland, Calif., resigned to become vice president-general manager of radio-tv station properties proposed by industrialist Henry J. Kaiser at his Hawaiian Village Hotel in Waikiki, Hawaii.

James P. Hinchey, editor, *Berlin Reporter,* named general manager, White Mountains Bcstg. Co.'s stations, WMOU Berlin and WJWG Conway, both N. H.

MR. WAYNE

Elmer O. Wayne, WJR Detroit, named vice president in charge of sales.

Robert C. Gessner replaces **Thurston Holmes,** resigned, as general manager, WNNJ Newton, N. J.

Jerry Fitch, part-owner and manager, KGLN Glenwood Springs to KREX-AM-TV Grand Junction, both Colorado, as manager.

Hugh Shelley, KFBK Sacramento, to KBEE-AM-FM Modesto, both Calif., as manager.

Thomas L. Young, general sales manager, KOLN-TV Lincoln, Neb., to KBTV (TV) Denver in similar capacity. He was formerly general manager of KWAT Watertown, S. D.

MR. YOUNG

Ralph Powell, account executive, KOOL-TV Phoenix to KFMB-TV San Diego in similar capacity.

William H. Barth Jr., sales staff, KOVO Provo, Utah, to KDYL Salt Lake City as account executive.

William Kelly, transmitter supervisor, WTTG (TV) Washington to WABD (TV) New York as chief engineer.

Benjamin C. Brown, formerly police sergeant in Pasadena, to KRKD-AM-FM Hollywood, as chief engineer.

George J. Lord, account executive, WTCN-AM-TV Minneapolis, appointed sales promotion manager.

Del Carty, general manager, WWGP Sanford, to WRAL-TV Raleigh, both N. C., as regional-local sales representative.

Robert W. Miller, account executive, KOOL-TV Phoenix, named assistant sales manager.

Al Cahill, sports editor and staff announcer, WJTZ (TV) Plattsburgh, N. Y., to program director.

Ted Bryant, KTNT-TV Seattle to KING-TV, same city, as newscaster replacing **Richard Ross,** to KGW-TV Portland as news director.

Bob Finnegan, sports director, ABC, appointed program director, WCFL Chicago.

Robert H. Prigmore, sales manager, KEX Portland to KGW-TV, same city, sales staff.

Bill White, film editor, North American Aviation's film division, to KHJ-TV Hollywood as head of film department.

Willard L. Dougherty, WJW Cleveland, Ohio, sales staff to WJW-TV in similar capacity. **Ronald G. Smith,** formerly with WERE and WTAM same city, also joins WJW-TV sales staff.

Charles P. Le Mieux Jr., salesman, WGSM Huntington, L. I., to sales staff, WRCA New York.

Dave DeProspero, salesman, Pillsbury Mills, Minneapolis, Minn., to WTRF-TV Wheeling, W. Va., sales staff.

Ken Yandle, senior producer-director, KING-TV Seattle, Wash., to KGW-TV Portland, Ore., in similar capacity and **Richard Ross,** associate news director, KING-TV, named news director for KGW-TV.

Timothy J. Rocha, staff artist, WXYZ-TV Detroit, to WJBK-TV, same city, as art director.

Bob Reagan, formerly western division publicity director, MCA-TV Ltd., film syndication division, to publicity staff of KTLA (TV) Los Angeles.

Loren W. Nichols, specialist in local radio production, KOVO Provo, Utah, to KDYL Salt Lake City creative staff.

Vern Stierman, formerly with KTBS and KCIJ, both Shreveport, La., to KJOE, same city, as assistant to president-general manager.

Delline Zigler, linotype operator, *Franklin County Sentinel,* Franklin, Neb. to KHOL-TV Kearney, Neb. as promotion assistant.

James Bentley, radio-tv director for Mallory Adv. Agency, San Jose, Calif., to KRON-TV S. F., as assistant program manager.

Milo Townes, WHK Cleveland, to KLIK Jefferson City, Mo., news staff. **Bill Wyss** to KLIK farm department.

Dan Daniels, sports director, WAPI-WABT (TV) Birmingham, Ala., to WTOP-AM-TV Washington, in similar capacity.

Bruce Mayer, disc m.c. and producer-director of his own audience participation show, WWJ-AM-TV, Detroit, to WNBQ (TV) Chicago, as emcee of new film series.

Roger Kennedy, NBC commentator and White House correspondent, to WJW-TV Cleveland, as newscaster.

Ellen O'Neill, formerly an assistant in Mutual's press department, appointed listings editor of WOR-AM-TV New York.

Lindo L. Paoli, to KGVO-TV Missoula, Mont., film department; **Glen J. Schankweiler** to WHLM Bloomburg, Pa., as announcer; **Jerry Gravett** to KWEI Weiser, Idaho, as announcer; and **Judean Casper** to KTIV (TV) Sioux City, Iowa, as projectionist. All are recent graduates of Northwest Radio & Tv School.

Jimmy Kilgo and **Archie Deal,** both from WIST Charlotte, N. C., join WSJS (TV) Winston-Salem, N. C., as announcers.

Al Leibert, disc jockey, WTNJ Trenton to WGBS Miami in similar capacity.

Marshall Pope, KMOX St. Louis, Mo., to WIL, same city, announcing staff.

Jack Highberger, recently released from service, to announcing staff of WKZO-TV Kalamazoo.

Ray James, WOWO Fort Wayne, Ind., to WCHS-TV Charleston, W. Va., as announcer.

Syd Chatton to KFWB Hollywood, announcing staff, succeeding **Bob Engel,** resigned, to WJW Cleveland, as disc jockey.

Bill Mayer, WTAM and WGAR, both Cleveland, disc jockey, to WRCA Philadelphia, in similar capacity.

Jack Brookbank, chief engineer, WSHE Cheboygan, Wis., to WBRB Mt. Clemens, Mich., as technical director.

Frank Page to KWKH Shreveport, La., as program director and **Norm Bale** appointed chief announcer.

WOC-TV

They get the 1 Picture

Proved by 648,330 Pieces of Program Mail received by this Station During 6 full Years of Telecasting . . .

WISCONSIN
IOWA
MISSOURI
ILLINOIS
TOP FIGURE each county — Number Pieces of PROGRAM Mail Received during 1955
2nd FIGURE each county — Number of Pieces of PROGRAM Mail per 1,000 Homes

This fabulous response . . . 91% of it to local live telecasts . . . began in 1950. That year . . . WOC-TV's first full year on the air . . . 33,845 pieces of program mail were received; this mail came from 23 Iowa-Illinois counties — 237 cities and towns.

By 1955, this response jumped to 149,215 pieces of program mail received during a 12-month period; it came from 39 Iowa-Illinois counties — 513 cities and towns in these counties.

Accompanying map shows breakdown of this 1955 program mail, proving WOC-TV's "Good Picture" area.

WOC-TV Viewers are responsive. They respond to WOC-TV telecasts by mail. More important, they respond to advertising on WOC-TV by purchases at retail outlets. We have a million success stories to prove it (well, almost a million). Let your nearest Peters, Griffin, Woodward representative give you the facts. Or call us direct.

WOC-TV 39-COUNTY COVERAGE DATA —

Population	1,568,500
Families	484,800
Retail Sales	$1,926,588,000
Effective buying Income	$2,582,388,000
Source	1956 Survey of Buying Income (Sales Management)
Number TV Homes	317,902
Source	Advertising Research Foundation

WOC-TV Owned and Operated by Central Broadcasting Co. Davenport, Iowa

The Quint-Cities Station — Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV

Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

Jack Moran, WSAI Cincinnati to WKRC, same city, announcing staff.

Jean Ackermann, audio-visual specialist with Arthur D. Little Inc., Cambridge, Mass., to WKAR-TV East Lansing, Mich., as writer-producer. **Millard Elsner** promoted from staff engineer for maintenance to technical supervisor and **James Harden,** formerly staff announcer and member sales promotion department, WTOM-TV, same city, to WKAR-TV as staff cameraman.

George Dunlevy, disc jockey, KOIL Omaha, Neb., to program director and **Gary Owens** named news editor.

Alan Boal, WBVP Beaver Falls, Pa., to KQV Pittsburgh, as newscaster.

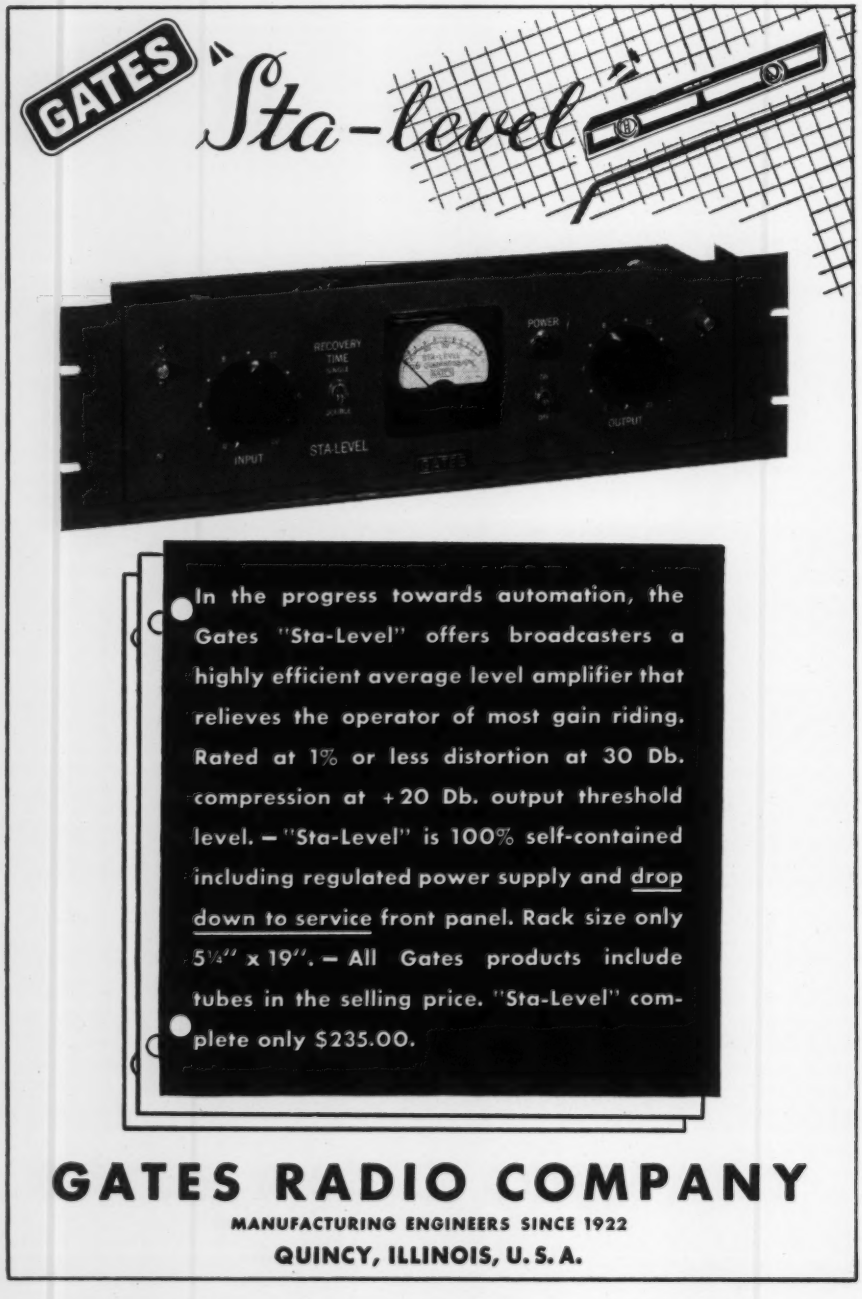
Marguerite Haymes, teacher and coach of modern singing, to WTTM Trenton, N. J., as disc jockey.

Eleanor Olha, WCBS-TV N. Y., appointed childhood consultant to Puerto Rican Study, N. Y.

Maurice Johnson, facilities engineer, WAAM (TV) Baltimore, to master control supervisor.

Jennings Martin, WMMN Fairmont, W. Va., to WTRF-TV, Wheeling as staff announcer.

Carl Roberts to announcing staff, KLUV Haynesville, La.


GATES
Sta-level
RECOVERY TIME
POWER
INPUT
STA-LEVEL
OUTPUT
In the progress towards automation, the Gates "Sta-Level" offers broadcasters a highly efficient average level amplifier that relieves the operator of most gain riding. Rated at 1% or less distortion at 30 Db. compression at +20 Db. output threshold level. – "Sta-Level" is 100% self-contained including regulated power supply and drop down to service front panel. Rack size only 5¼" x 19". – All Gates products include tubes in the selling price. "Sta-Level" complete only $235.00.
GATES RADIO COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILLINOIS, U. S. A.

Ed Turney, formerly with WDON-WASH (FM) Washington, D. C., to announcing staff, WGBF Evansville, Ind.

Don Kelly and **Steve Cannon** to WLOL Minneapolis as disc jockeys.

Alan Fletcher, WSYB Rutland, Vt., to WNHC-TV New Haven, Conn., as part-time announcer.

Mary Demjen, WCHS Charleston, W. Va., bookkeeping department, resigned. **Jeanne Saunders** succeeds her.

Dr. E. Ogden Bush, president, WDLA Walton, N. Y., elected state senator.

Manning Slater, vice president-commercial manager, WICC Bridgeport, appointed trustee of Bridgeport Broadcasting Co. succeeding **G. Gresham Griggs,** who died Oct. 23.

Tom Chauncey, executive vice president-general manager, KOOL-AM-TV Phoenix, appointed to membership on State Motion Picture Advisory Board by Governor Ernest W. McFarland.

Ted Arnold, sales manager, WHBF-AM-TV Rock Island, Ill., appointed to local Board of Education.

Howard E. Wheelock, local sales manager, WKNE Keene, N. H., elected to board of directors, local Chamber of Commerce.

Burt Toppan, promotion manager-public relations director, WTVJ (TV) Miami, elected to board of governors, local chapter of American Public Relations Assn.

James G. Hanlon, public relations director, WGN-AM-TV Chicago, appointed to board of directors, Chicago Unlimited, organization devoted to promotion and publicizing of local talent and programs.

Robin Morrow, general manager, KOLR Sterling, Colo., recuperating from recent heart attack.

Don Rice, engineer, WWDC Washington, suffered broken leg while on duty as volunteer fireman with Silver Spring, Md., Rescue Squad.

Melvin A. Goldberg, research director, Westinghouse Broadcasting Co., married **Norma Nertz,** Oct. 18.

John R. Mahoney, general manager, WIBG Philadelphia, father of boy.

Ed Hart, account executive, WBBM Chicago, father of boy, Daniel Edward, Oct. 26.

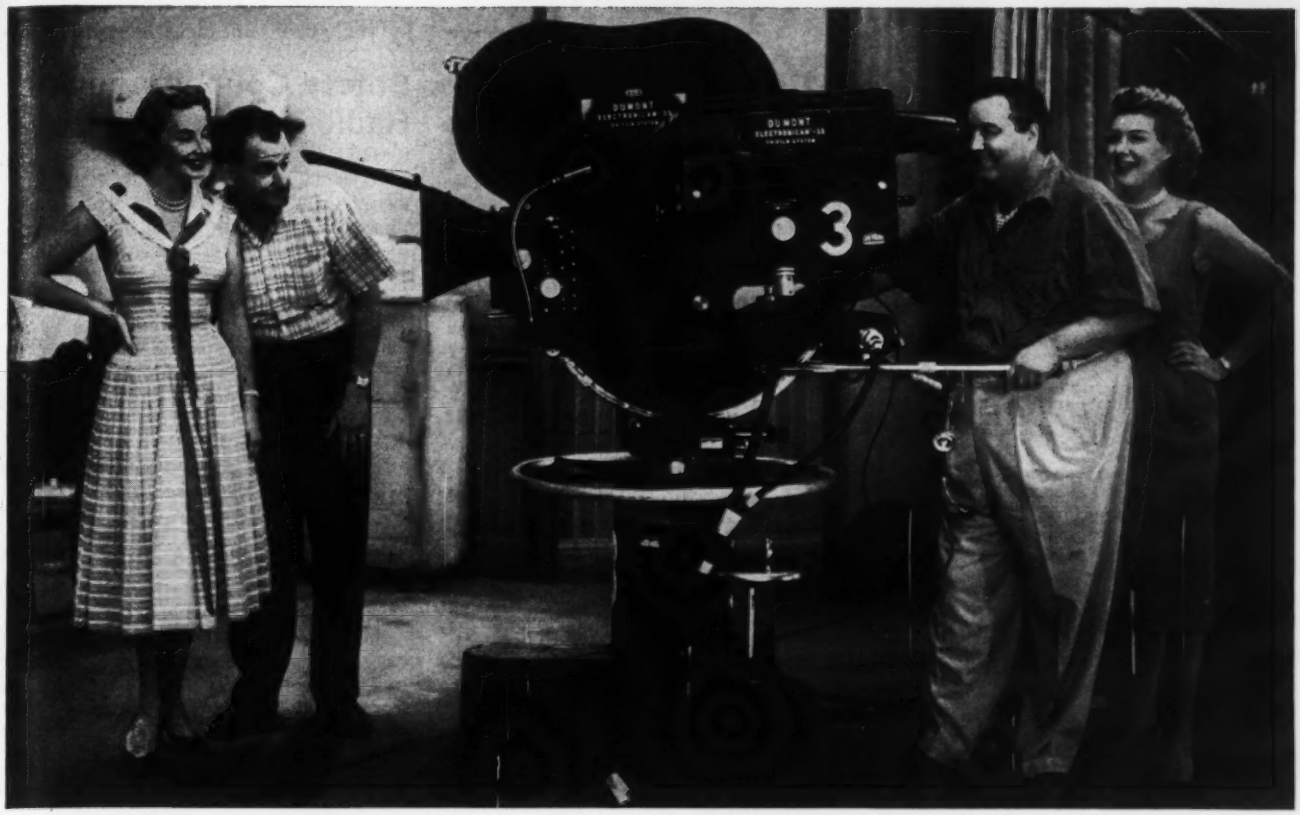
Sam S. Nielsen, local sales manager, WAVZ New Haven, Conn., father of boy, Stanley Scott.

Jim Rue, sales promotion manager, KTLA (TV) Los Angeles, father of girl, Mary Catherine.

Samuel Barstein, public relations director, WAVZ New Haven, Conn., father of girl, Mindy Hope.

Will Lenay, disc jockey, WSAI Cincinnati, father of girl, Angela, this month.

Carl E. Busart, control room and transmitter engineer, WIRE Indianapolis, died Oct. 31.



JACKIE GLEASON'S "HONEYMOONERS" is filmed by Du Mont Electronicam System which incorporates an especially designed and adapted 35 mm Mitchell movie camera. Here are Jackie Gleason and Joyce Randolph, right, peering through the camera lens at Audrey Meadows and Art Carney.

NEW ELECTRONICAM REDUCES SHOOTING TIME

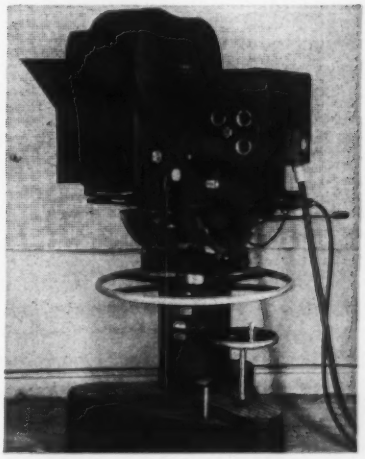
Du Mont's Video-Film System incorporates both Mitchell 35 mm film camera and TV camera

First to use a video-film system in major TV film production is Jackie Gleason's popular show "The Honeymooners." In going "live on film," Jackie Gleason makes use of the new Du Mont Electronicam System, which combines advanced TV techniques with highest quality 35 mm photography.

Heart of the Electronicam System is a completely new type of unit, blending a Du Mont TV camera and a specially adapted Mitchell 35 mm camera using a common lens system. It gives the producer full advantage of the best techniques of motion picture production while enjoying the time saving and broadened creative scope available in video's electronic practices. Savings in shooting time and costs are substantial.

The 35 mm Mitchell cameras used as integral parts of the Electronicam System produce consistently superior black and white films, as well as color films which are unequaled for uniformity of quality. Mitchell cameras today serve not only in the television industry, but also are the predominant choice in the production of governmental, industrial, research and educational films, as well as being standard equipment for major studios throughout the world.

Complete information on Mitchell cameras is available upon request on your letterhead.



Du Mont Electronicam pick-up; Mitchell 35 mm film camera on left, TV camera on right.

***85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell**

Scene from "The Honeymooners" shows Jackie Gleason and Art Carney on set before three pick-up units of Electronicam System. Each pick-up unit has both TV camera and specially designed Mitchell film camera.

Mitchell Camera
CORPORATION
666 WEST HARVARD STREET
GLENDALE 4, CALIFORNIA
Cable Address: "MITCAMCO"

STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where— say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

AWARDS

3 Christophers Awards Won by NBC-TV Shows

THREE NBC-TV, two ABC-TV and one CBS-TV programs were cited last week by The Christophers at that religious body's semi-annual awards luncheon in New York. Citations, made for the six-month period that ended Sept. 30, went to the following winners for having "used their God-given talents in a positive and constructive manner . . . in raising the standards of government, education, entertainment, literature and labor relations:"

Maurice Evans (producer), George Schaefer (director), and James Costigan (writer) for their tv adaptation of "The Cradle Song" on NBC-TV's *Hallmark Hall of Fame* May 6; Fred Briskin, Joseph Hoffman, Irving Starr (producers), James Neilson (director) and Mary C. McCall (writer) for their presentation of "Sheila" on NBC-TV's *Ford Theatre* May 29; Robert Costello (producer), William Corrigan (director) and Art Wallace (writer) for "Second Family" on NBC-TV's *Armstrong Circle Theatre* May 29.

Ed Sobol (producer) and Jim Hobson (director) for ABC-TV's *Lawrence Welk Show* Aug. 11; Jack Denove (producer), Charles Bennett (director) and Larry Marcus (writer) for their "Gift of Dr. Minot" on ABC-TV's *duPont (Cavalcade) Theatre* April 1.

Norman Felton (director) and Helen Cotton (writer) for "Operation 3 R's" on CBS-TV's *United States Steel Hour* July 4.

Villard, Richman, Goubau To Receive IRE Awards

RECIPIENTS for 1957 of three of the Institute of Radio Engineers' annual awards were announced in New York last week. The presentations will be made at IRE's convention March 18-21 in New York.

O. G. Villard Jr., Stanford U. professor, is the winner of the Morris Liebmann Memorial Prize "for his contribution in the field of meteor astronomy and ionosphere physics which led to the solution of outstanding problems in radio propagation."

Other awards go to Donald Richman, supervising engineer, Hazeltine Corp., and to George Goubau, physicist, Signal Corps Engineering Labs.

The Vladimir K. Zworykin prize went to Mr. Richman for his contributions to the "theory of synchronization, particularly that of color subcarrier reference oscillator synchronization in color television." The Harry Diamond Memorial Prize will be presented to Mr. Goubau for contributions in ionospheric research and circuit theory and for his discovery of the "surface wave transmission principle."

Nine RCA Fellowships Awarded

NINE RCA fellowships, valued at $3,500 each, have been awarded by RCA to university graduates for advanced studies in engineering and dramatic arts during the 1956-57 academic year, it was announced Nov. 9 by Dr. C. B. Jolliffe, vice president and technical director, RCA.

IN THE PUBLIC INTEREST

Safety Council Lauds Radio-Television Help

RADIO-TV stations and networks, along with leading advertisers, were credited by the National Safety Council with helping stimulate a growing public awareness of accident problems in connection with its 44th annual National Safety Congress in Chicago last month.

Report on "special action" taken by stations, networks and advertisers during the congress (Oct. 22-26) was given by Paul Jones, public information director, and Don Moore, radio-tv director. They lauded "forceful messages" donated by advertisers on radio-tv programs and stations and networks "for their consistent service to safety." Over 30 advertisers were cited, along with Chicago radio-tv stations, for "special" efforts before and during the congress.

Special congress messages and salutes were prepared and distributed to news commentators, disc jockeys, women's program directors, farm directors and program directors of radio-tv outlets throughout the country, the council said.

Interest in Pittsburgh Opera Revived by KDKA-TV Telecasts

TWO PUBLIC SERVICE telecasts by KDKA-TV Pittsburgh have given Pittsburgh Opera Inc. a tremendous boost at the box office, according to Gurdon Flagg, opera president. In an effort to help the financially ailing opera company, KDKA-TV last fall telecast a presentation of "Madame Butterfly" in prime evening time (8:15-11 p.m.) at a cost of approximately $10,000 to the station.

Following the telecast, which drew "thousands" of letters of praise, the remainder of the opera season proved highly successful. Advance bookings for this season were far higher than any previous year. Inquiries alone caused the opera to double its staff and increase the printing of pre-season brochures by 300%.

Last Oct. 25, KDKA-TV telecast opening night of the new season, which was the best opening, boxoffice-wise, in the opera's history. Mr. Flagg estimates that audiences will increase by 25% over the previous year and said that "the total of $18,000 invested by the Westinghouse Broadcasting Co. (KDKA-TV Pittsburgh) should help stabilize the Pittsburgh Opera for many a year and allow that city to retain one of its outstanding cultural attractions."

Civil Defense Cites Radio-Tv

THE National Assn. of State and Territorial Directors (Civil Defense), has adopted a resolution commending the radio-tv industry for its effort and cooperation in Civil Defense. A copy of the resolution, adopted at the association's annual conference in Battle Creek, Mich., was presented to all the radio and tv stations in the U. S. The association also honored certain industry individuals "who have unselfishly given of their time and effort to the promotion of the Civil Defense program."

Mark of Integrity

...in reporting circulation facts

We display the Audit Bureau of Circulations* symbol with pride! It's our mark of circulation integrity!

The seasoned marketing man finds trustworthy data vital in his work of advertising media evaluation. And *reliable net paid circulation figures* are among the most valuable facts he uses in selecting printed media for his advertising campaigns.

Once every advertiser guessed about circulation accuracy and gambled on advertising results; today he need not question the wealth of data in any A.B.C. audit report, for it contains only *verified* answers to his most searching circulation queries.

* * *

*The Audit Bureau of Circulations, founded in 1914, is a cooperative, nonprofit association of the leading buyers and sellers of advertising space. A.B.C. sets standards for net paid circulation, audits and reports circulation facts. **To be sure of what your print media dollar buys—look for the A.B.C. symbol.**

When a media director or advertiser asks us, "How much paid circulation? What do your readers pay? Where does your circulation go? How do you get circulation—your audience for my advertising?", we need only show him our latest A.B.C. audit report. There he finds factual answers that annually pass the test of a trained A.B.C. circulation auditor's scrutiny.

And any buyer of space can decide for himself, with confidence, the value of our circulation audience. Our A.B.C. membership means circulation reported in accordance with recognized, impartial standards, established by buyers and sellers of space working together in A.B.C.

Publishers who meet the Bureau's high standards know the A.B.C. symbol as a mark of circulation integrity. The value-wise advertiser, too, has learned that *the A.B.C. symbol is his dependable guide to the audited facts* about net paid circulation that protect his advertising investments.

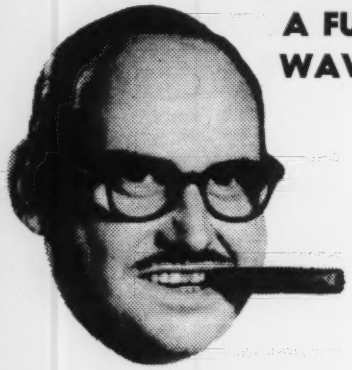
BROADCASTING
TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

MEASURE OF SERVICE...MARK OF INTEGRITY

*** B•T is the *only* ABC publication in its field.**

HEY, TONI,
JOE'S GOT A FULL WAVE!



IT'S HIS SLICK
KELO RADIO'S
NEW MIRACLE
1,032
FT. TOWER
is anything higher?

Midwest's biggest radio tower, equivalent to 13,600 watts, makes KELO RADIO a new regional station. Our rates, plus NEW TREMENDOUS POWER, makes this your best regional buy! Let Joe Floyd's miraculous, far-reaching KELO be YOUR ONE GREAT RADIO DOORWAY TO A VAST NEW REGIONAL MARKET!

NEW KELO RADIO

SIOUX FALLS, S. D.

One of the Midwest's Leading Radio Stations Affiliated with NBC

JOE FLOYD, President

Evans Nord, Gen. Manager. Larry Bentson, V.P.

Represented by H-R

RFE DENIES ADVOCATING REVOLT

- **Group said it 'preached peaceful political opposition'**
- **Charges brought mainly by German, French newspapers**

RADIO Free Europe, which from time to time has been accused of failure to reach its assigned audience behind the Iron Curtain, last week paradoxically was charged with having stirred up the Hungarian populace to revolt and with holding out false hopes of intervention from the West.

These attacks, lodged by newspapers in Germany, France, and in a few instances the U. S. (Ridder [German-language] and Scripps-Howard chains), were "categorically denied" both at RFE and Crusade for Freedom headquarters in New York and at RFE in Munich, its European base of operations.

In New York, RFE officials said that they had never preached violent overthrow of any government, but had only "reminded" their audience in the Soviet orbit of its "duty" to press for freedom. "We have preached peaceful political opposition . . . non-cooperation with the Soviets," one official said, "but we've never incited anyone to revolt." This was amplified by the statement made earlier in the week to the Associated Press by RFE Munich's information director, Frank J. Abbott Jr., who asserted, "we have presented nothing but objective news and commentaries . . . we have never urged anyone to revolt, we never promised outside help . . . and we can prove it."

At the same time, the foreign office of the West German Federal Republic announced it was investigating RFE's Hungarian broadcasts. German diplomatic sources told B•T that the Adenauer government had asked RFE officials in Munich for a complete transcript and all recordings of RFE broadcasts made to Hungary "during the past fortnight." Such a move had been expected ever since the Bonn government a year ago established diplomatic relations with the Soviet Union. Moscow has been exerting pressure on Bonn to "do something" about the presence on German soil of a "foreign and hostile" broadcasting service.

RFE officials in New York, pointing to their program logs as "proof," said that during the uprising in Hungary, beginning Oct. 28, their transmitters directed towards the Balkan states operated 24 hours a day, representing an increase of four hours over the regular 20-hour schedule of news, music and commentaries. The commentaries, RFE insisted, were comprised of recapitulations of articles and editorials appearing in the non-communist press, as well as official policy pronouncements towards Hungary made by the major western powers.

In replying to its critics, Radio Free Europe reported that "many" appeals were earmarked expressly for RFE from such clandestine Hungarian rebel stations as Radio Moscolcz, Radio Rakoszi, Radio Csokona and the insurgent-held Radio Free Kossuth, one of the two (the other being Radio Budapest) regular communist outlets in Hungary. Furthermore, RFE reported that "countless" Hungarian refugees crossing into Austria the past week and a half "praised" RFE for its work.

RFE not only followed through on these appeals (for iron lungs, Salk polio vaccine, food,) but also helped several rebel stations by relaying weak messages to other stations. Direct SOS appeals to United Nations Secretary General Dag Hammerskjold were sent via RFE Munich's teletype to RFE headquarters in New York, which rushed them to the U. N. Secretariat in Manhattan. The Hungarian stations worded some of their messages, not only in Hungarian, but in English, French, German and Italian.

The first indication of defeat came when Radio Csokona died out Nov. 5, with the last broadcast being an English reading of Abraham Lincoln's Gettysburg Address. The last three remaining rebel stations on the air were cut off almost simultaneously Nov. 8, and as of that date, no word out of Hungary reached RFE's Munich operations. However, an engineer there reported picking up steady beeps every three seconds on Rakosc's wavelength, a signal which at first raised hopes at RFE, but which later was found to be a Soviet jamming device insuring against Rakosci's return to the air via rebel hands.

RFE in New York last week said it had gone back to its 20-hour schedule of news bulletins and other information (including a running summary of UN activity). Though jamming was stepped up, RFE was to continue to devote an average of eight wavelengths (from its transmitters in Lisbon, Portugal, and Holzkirchen and Biblis, both W. Germany) to its Hungarian broadcasts.

WISN Commentator Leads Drive To Assist Hungarian Refugees

A DRIVE for "Homes for Hungarians" started by WISN-AM-TV Milwaukee commentator and *Milwaukee Sentinel* writer Bob Siegrist has raised over $1,500 and pledges of housing for 100 refugees. Over 200 phone calls offering aid have been received, the stations report.

According to Lou Riepenhoff, WISN-AM-TV promotion and publicity director, Mr. Siegrist made the first appeal on his weekday evening news program after President Eisenhower's offer of asylum for 5,000 Hungarian refugees. Following the initial appeal, the drive has been promoted via spots on both the radio and tv outlets, in addition to Mr. Siegrist's newscasts.

The drive was started in predominately Central European (with a heavy Hungarian population) Milwaukee to provide relief funds, housing and jobs for Hungarian refugees. The first plane-load of Hungarians to arrive in the U. S. probably will be sent to Milwaukee as a result of the interest manifested there, according to Gen. Joseph M.

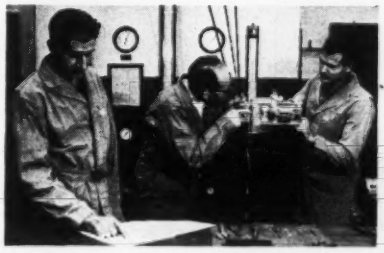
Robert Angell

...or how automation makes more and better paying jobs

"You hear a lot of talk these days about how automation is going to cost people their jobs.

"Me, I work in the most 'automatized' industry of them all—petroleum. And far from costing me my job, automation has made it a better one.

"When I was just getting started in the refinery back in 1925 the average production for the industry was 32 barrels



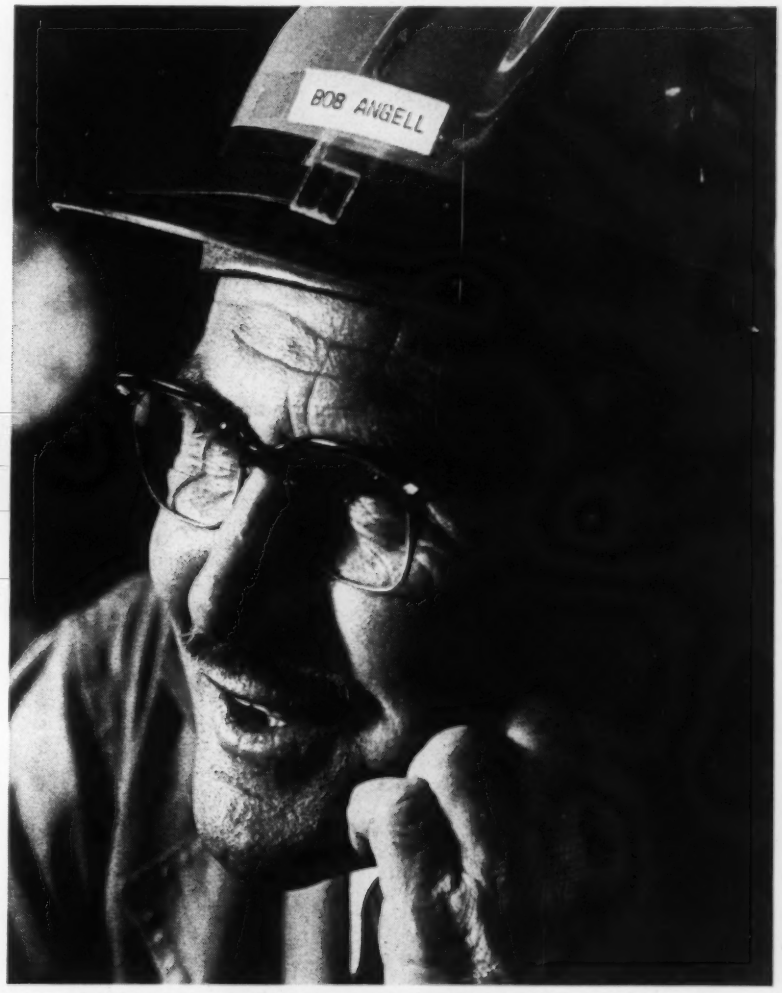
of product a day per man. The average investment in refinery tools at the time was $10,000 per man.

"Today the industry's investment in tools for each refinery employee is $50,000. Offhand you'd think that that much machinery would put some refinery people out of work. But just the opposite is true.

"Back in 1925 the refineries employed just over 65,000 people. Today they give jobs to over twice as many—133,000. What's more, our production has gone up to 59 barrels a day per man.

"We produce these 59 barrels in 40 hours a week, instead of the old 51 in 1925. And we make more money. In my case my pay is up 288.89% since I started on the job.

"If this is automation, I'm all for it."



"MY PAY IS UP 288%. IF THIS IS AUTOMATION, I'M ALL FOR IT."

Automation, it seems to us here at Union Oil where Angell works, illustrates again the basic strength of America's free competitive economy.

So long as business *has* to compete, it must constantly improve its products. This calls for the fullest use of new and better machines.

This has sometimes caused temporary readjustments in an industry. But in the long run it creates better paying jobs for more and more people.

Which is another reason why the number of Americans at work and the standard of living they enjoy continue to climb.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

Advertisement

From where I sit
by Joe Marsh

Barnyard "WHOOdonit"

The Barn Owl Controversy still rages in our town. One group claims owls should be protected because they eat vermin. The other faction holds that those little howlers also eat chickens . . . and should be shot.

Now Pops Parker claims both parties are right. All *owls clean up vermin.* Some *owls also clean out an occasional hen yard.*

The way to spot a bad owl, according to Pops, is to put up a 10-foot pole in the chicken run with a No. 2 trap on it. A marauding bird generally perches to look over the situation before he strikes, giving you your evidence, *and* the culprit!

From where I sit, I doubt if this will end the owl argument. People have different opinions on the subject —just as they have different opinions about whether beer, tea or what-have-you makes the best thirst quencher. Examine the facts and make up your own mind, I say . . . and be thankful we live where that's possible.

Joe Marsh

Copyright, 1956, United States Brewers Foundation

Swing, U. S. Commissioner of Immigration. Wisconsin Gov. Walter J. Kohler has declared Nov. 25 "Free Hungary Day" and the first refugees are expected to be in Milwaukee by then.

The National Catholic Welfare Council, as a result of the interest stimulated by WISN-AM-TV, has increased its original request for Hungarian refugees to be sent to Milwaukee from 10 families and 20 unmarried adults to 15 families and 60 adults, Mr. Riepenhoff said.

Broadcasters Touring Europe Study Munich RFE Operation

A GROUP of prominent U. S. broadcasters toured Radio Free Europe installations in Munich last week for a first-hand appraisal of RFE's broadcast operations during and after the Hungarian rebellion (also see story on RFE, page 108).

The group included J. Leonard Reinsch, executive director, James M. Cox stations; John E. Fetzer, president of Fetzer Broadcasting Corp.; Kenyon Brown, president of Vitapix Corp.; and a group of southwestern stations; and Paul H. O'Bryan, senior partner, Dow, Lohnes & Albertson, radio-tv law firm, Washington, D. C.

Recent visitors to RFE operations included Robert H. Teter, executive assistant to Donald H. McGannon, president of Westinghouse Broadcasting Co., and Frank Tooke, station manager at WBZ-TV Boston.

Five Station Video Network Being Planned for Portugal

PLANS now are being made for a tv network of five transmitting stations to cover the more densely-populated regions of Portugal, it was reported last week in Lisbon.

Tv headquarters have been set up by promoters in that city on Rua Sao Domingos a Lapa, in the same building where the British Embassy's information office is located.

The stations are to be located in Lisbon, Oporto, Lousa, Montejunto, and Foia—from north to south—and will cover almost the entire western seaboard of the country. An estimated 5 million persons would be served.

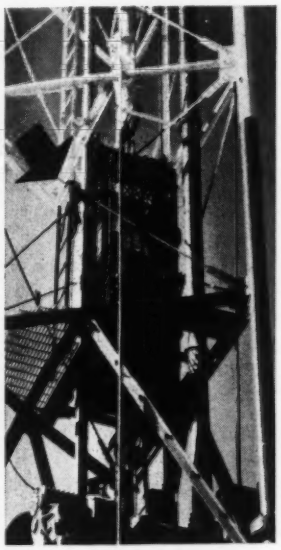
Canada's Tv Set Sales Drop

TELEVISION receiver sales dropped in Canada during the first nine months of this year, according to a report of the Radio-Electronics-Television Manufacturers Assn. of Canada, Toronto. Total set sales from January through September amounted to 411,562 sets, as compared to 464,344 sets in the same period last year. In September the drop was from 119,724 sets in 1955 to 98,277 sets in 1956. Biggest sales continued to be in the province of Ontario with 158,240 sets in the January-September period. Quebec province was second in total sales with 118,781 sets.

Although tv set sales were down, radio set sales were up, the association reported. In the first nine months of this year a total of 370,370 sets were sold, compared to 336,620 in the same period last year. There was a drop in September of this year, from 55,870 sets in 1955 to 48,641.

937 FOOT BLAW-KNOX TOWER MEETS STORM CHALLENGE

Designed to rigid specifications for WGBS-TV, Miami, this Blaw-Knox tower must withstand the hurricane-force winds that sometimes sweep its location just six feet above mean sea level. To meet these unusual operating conditions, Blaw-Knox engineers developed a custom-designed tower featuring dual guying and round structural members throughout . . . achieving a wind-load rating of 70 lb./sq. ft. for an overall height of 937 feet.



Tower and antenna inspection and maintenance are no problem. A special-design two-man Marshall service elevator installed within the tower permits easy access to any level. This completely enclosed, automatic elevator features ground-to-cab telephone communications and can be controlled from either the cab or lower landing.

This is but one of many examples of Blaw-Knox engineers working in close cooperation with broadcasters to overcome local operating problems. The experienced staff of Blaw-Knox engineers will work with *you* in designing a tower that will best meet the requirements of *your* installation. The performance records of more than 13,000 Blaw-Knox towers around the world are evidence of Blaw-Knox experience and skill.

Send for illustrated Bulletin 2417 showing special construction features and typical installations of Blaw-Knox Antenna Towers. Write or call us today.

50th Anniversary BLAW-KNOX 1906-1956

ANTENNA TOWERS

Guyed and self-supporting—
for AM • FM • TV • microwave
• communications • radar

BLAW-KNOX COMPANY

BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

Blaw-Knox Type TG-70 Tower for Storer Broadcasting Company—WGBS-TV, 186 kw, Channel 23, Miami, Florida. Overall height—937 feet. Windload rating—70 lb./sq. ft.

You Get Maximum Coverage

In Southeast New England

Only With WJAR-TV
NBC

Contact WEED Television or

CHANNEL 10
PROVIDENCE, R. I.

Toronto Paper Reveals Fowler Group Requests

A CAPITAL STRUCTURE, an annual assured revenue of at least $30 million and increased authority are the expected main recommendations of the Royal Commission on Broadcasting to the government, according to the *Toronto Financial Post*. The commission report is not expected to be ready for the Canadian government until early in 1957.

Recommendations of the three-man commission, headed by Robert Fowler, president of the Canadian Pulp & Paper Assn., are expected to be followed by the government, the newspaper intimates, on the grounds that the trio are, in the main, private enterprise representatives. The other members are James Stewart, president of the Canadian Bank of Commerce, and Edmond Turcotte, a former newspaperman and until recently Canadian ambassador to Colombia.

The *Financial Post* states that the annual operating revenue to be given the CBC by the Canadian government "may be expected to increase automatically over the years." The government will accept the general conclusions, while hoping to minimize the use of public funds. The demand for a separate regulatory body will be dismissed. The whole trend of the Royal Commission's recommendations will be to increase the authority, stature and efficiency of the CBC. These impressions are almost unanimous among those who have followed most closely the work of the Royal Commission.

"Canada's inevitable need for the CBC will probably be stated in even more vigorous terms than by previous commissions of enquiry; and the conclusion may carry more weight because it comes from a commission in which the overwhelming opinion is clearly in favor of private enterprise. Main criticism of the present CBC structure will be that it has been set to do a man's work with a boy's stature and equipment.

"If the CBC is to be permanently installed as the Canadian instrument of tv and radio broadcasting, most observers expect some changes in its set-up. Both the governors and the management will be reinforced to provide the sort of experience and authority needed in a $50-million a year corporation. Greater business participation on the board of governors will be needed. Immediate improvement of capital facilities will be necessary. The present scattered and inadequate accommodations in all program centers, most especially in Toronto, are extremely uneconomical, probably the greatest source of wasteful expenditure in CBC's present set-up. Piecemeal capital financing by means of periodical loans from the government to be repaid out of operating revenues provided by the government on a scale barely adequate for operating needs, will have to be replaced by a permanent well-based capital structure."

Australian 'Monitor' Debuts

AUSTRALIA's version of NBC Radio's *Monitor* programming was to be launched yesterday (Sunday) over station 2GB Sydney. The program will be carried each Sunday from 12 noon-5 p.m.

Al Capstaff, director of *Monitor* and special programs for NBC Radio, said that 2GB had been given sole rights to the name and format of *Monitor* in Australia. An arrangement also has been worked out, he added, whereby NBC Radio has sent 2GB programming material and the Australian station, in turn, has provided the network with transcribed commentaries and interviews about the Olympic Games beginning Thursday in Australia and other material.

CHWO Oakville, Ont., Starts

CHWO Oakville, Ont., new 1 kw daytime and 500 w nighttime station in suburban Toronto, on 1250 kc, began broadcasting on Nov. 17 with an hour of local talent including a 60-voice choir from the four Oakville public schools. Owner-manager is Howard C. Caine, formerly manager of CKFH Toronto, Ont.

INTERNATIONAL PEOPLE

Eleanor Johnston to radio timebuyer at Cockfield, Brown & Co., Toronto, Ont.

Jim Humphries to timebuyer at Baker Adv. Ltd., Toronto, Ont.

J. N. Inkster, general sales manager, CKOC Hamilton, Ont., named assistant manager.

H. S. (Johnny) Walker, transmitter sales chief, RCA Victor Ltd., Montreal, resigned to start own business.

Jack Andrews Price to radio-tv director of Russell T. Kelley Ltd., Hamilton, Ont., advertising agency.

Gerry Wiggins, announcer, CFRB Toronto, Ont., to radio-tv department, Leo Burnett of Canada, Toronto.

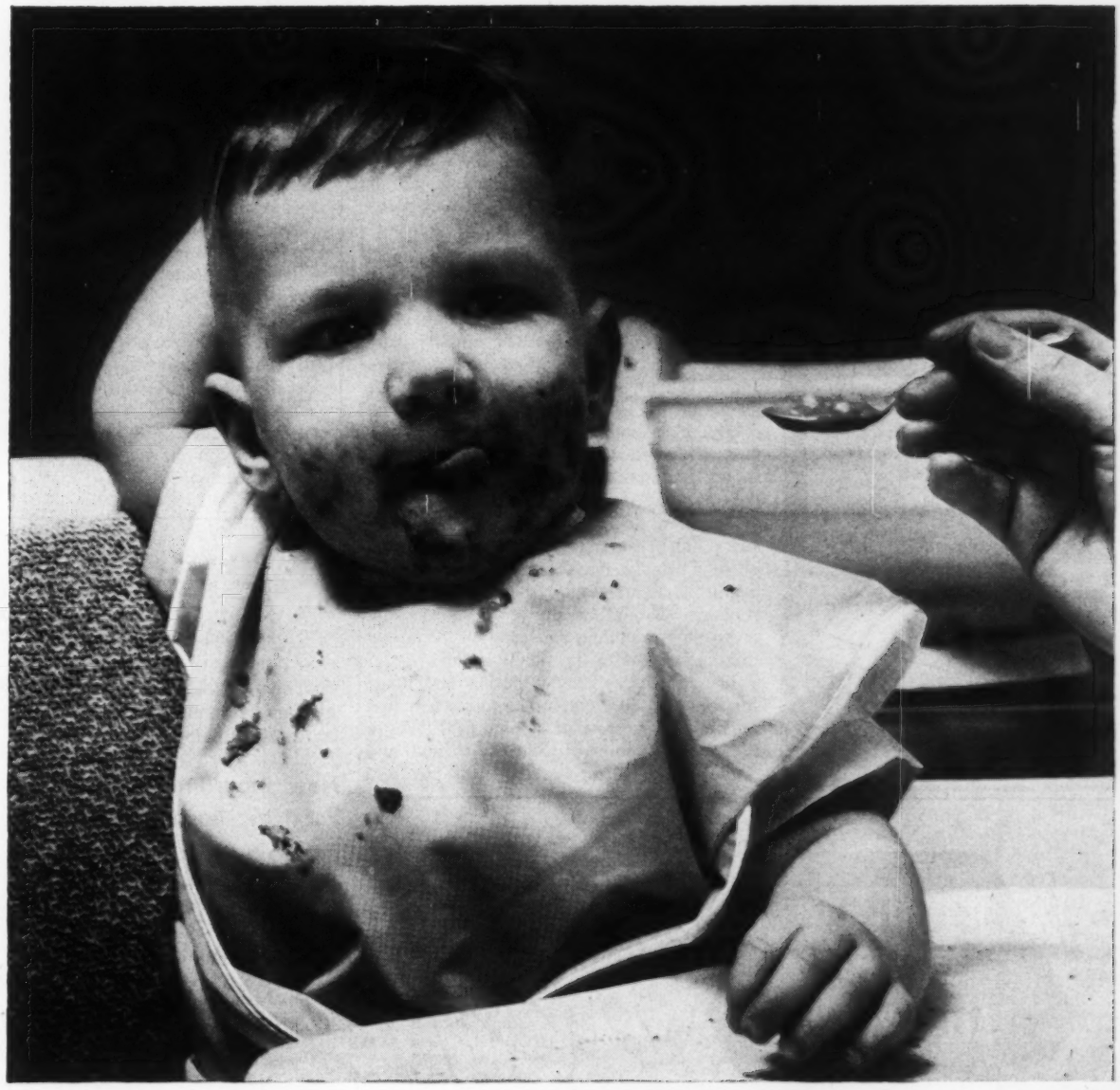
Frank Fogwell, CKOC Hamilton, Ont., to research and radio department of F. H. Hayhurst Ltd., Toronto, Ont., advertising agency.

INTERNATIONAL SHORTS

Canadian Assn. of Radio-Tv Bcstrs. has distributed new rate cards for CKGR Galt Ont., and CHWO Oakville, Ont. It is rate card 4 for CKGR and first for CHWO which began operations on Nov. 17.

Lever Bros. Ltd. announces appointment of Ogilvy, Benson & Mather, N. Y., to handle advertising for Dove beauty soap in Canada.

WHLS
MICHIGAN'S POWERFUL
250 WATTER
. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.
4 FULL TIME NEWSMEN
PORT HURON'S COMMUNITY STATION
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales



A picture of a man who owns the Electric Companies

Year-old Alexander Maier of Dayton, Ohio, is one of the newest of the 94 million owners of America's independent electric light and power companies.

Alexander's father has bought his son seven shares of stock in the Dayton Power and Light Company as a first-year birthday present. This makes young Alexander one of about 4 million *direct* owners who hold securities of the electric companies.

Alexander's *grandfather* just opened a savings account in the youngster's name. This makes him one of more than 90 million Americans who are *indirect* owners through their bank savings, insurance premiums or pension funds. Banks, insurance companies and pension fund trustees put much of this money to work in the securities of independent electric companies.

Some people would have the federal government take over all of the power companies. But isn't there a real danger in a single federal power monopoly — rather than in 400 independent electric light and power companies owned by more than 94 million people?

We believe that you'll feel this question is important to you — and deserves your serious thought. That's why this message is brought to you by *America's Independent Electric Light and Power Companies**.

**Names on request from this magazine*

BMI

BOOK PARADE

America's Most Widely Listened-to Book Program
In Current Release

THESE BOOKS:

"Arctic Wilderness"—Robert Marshall
"America, I Love You"—P. G. Wodehouse
"The Twenties"—Frederick J. Hoffman
"The Five-Dollar Gold Piece"—Orville Prescott
"The Discovery and Conquest of Mexico"—Bernal Diaz del Castillo
"The Seven Islands"—Jon Godden
"Cranford"—Mrs. Gaskell
"The Civil War"—Otto Eisenschiml, Ralph Newman, E. B. Long
"The Columbia"—Stewart H. Holbrook
"Books On Mountain Climbing"

THESE REVIEWERS:

Paul H. Oehser; Paul Flowers; John Gassner; Richard Armour; Benjamin Appel; Rumer Godden; Marchette Chute; Bell Irvin Wiley; David Lavender; Virginia Kirkus.

BROADCAST MUSIC, INC.
589 FIFTH AVE. NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

KPOP Launches New Concept For In-Market Merchandising

NEW concept of market merchandising has been launched by KPOP Los Angeles, according to Vern Lindblade, commercial manager. The merchandising plan, known as "in market spots," offers an advertiser buying time on the station an additional 30 second spot saturation schedule within each of 20 to 40 supermarkets in the southern California area as a bonus point-of-purchase sales tool.

The "in market spots" tie-in was made with the Magni-cast Co., Los Angeles, which provides background music for supermarkets in the Los Angeles area. The music is furnished from RCA recorded tape libraries and is fed to the various markets through telephone lines from a central source. The commercial spots will be made on separate tapes which electronically cut in at a higher sound level at 9 minute intervals throughout the shopping day.

The plan will offer advertisers an exclusive point of purchase merchandising method to reach the market shopper audio wise as purchases are actually being made. Only products stocked on the store shelves and only one product per category will be advertised, according to the KPOP official.

In a three-day single market test made for some 17 different food products in that area a sales increase of as high as 200% on the specific items of Star Kist tuna and Snow Crop turnip greens was realized against a comparable three-day period when market spots were not used, Mr. Lindblade said.

The "market spots" are being offered as a package plan, encompassing a radio spot campaign on KPOP plus daily saturation spot in a minimum of 20 markets, according to Mr. Lindblade.

TELL ON WHEELS

WFBR Baltimore is blanketing its area with a corps of 30 extra newsmen all operating mobile phone-equipped vehicles. The station recruited its rolling reporters by contacting known operators of mobile telephone units, including a doctor, a detective agency, real estate and construction firms, other miscellaneous merchants and individuals. Members of the group, after enthusiastic acceptance of the WFBR plan for phoning items encountered on regular business rounds, reported to the studios for briefing and to pick up indentifying windshield decals. WFBR in addition to using the correspondents to augment regular news coverage, also anticipates efficient help in disaster and emergency situations.

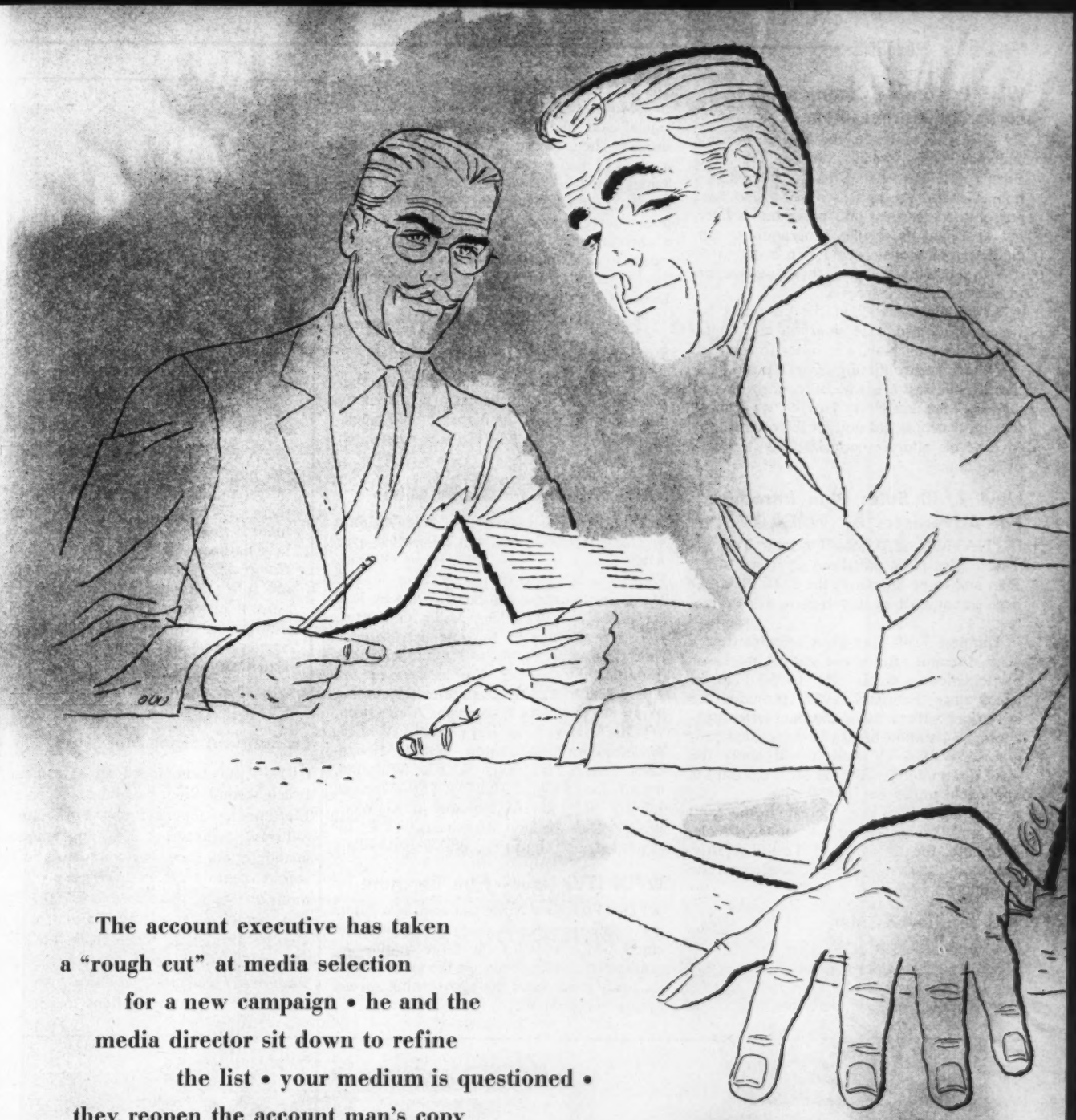
New Programming Gets Credit For New Record Sales at WRCA

RADIO time sales for the past month amounted to the highest monthly total in WRCA New York's history, Station Manager Arthur Hamilton has announced.

Mr. Hamilton said that total October billing for WRCA will exceed last October's by at least 25%. The previous all-time record was set last October.

Projecting his estimate for the month on sales as of Oct. 21, Mr. Hamilton attributed the station's sales climb to a combination of new programming concepts such as *Pulse* combined with the first-time use of radio by a host of advertisers, including Sarah Lee Inc., and Wilbur Suchard Chocolate Co. Among other advertisers pacted by the station over the past month were American Airlines, American Tobacco Co., Gulf Oil, General Foods Corp., Columbia Pictures and Nestle's.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405
All Inquiries Confidential



The account executive has taken a "rough cut" at media selection for a new campaign • he and the media director sit down to refine the list • your medium is questioned • they reopen the account man's copy of Standard Rate... and if you have a Service-Ad near your listing

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: According to a study of SRDS use made by National Analysts, Inc., 87% of all account men interviewed make use of one or more of the SRDS publications.

WLIB Pre-empts Commercials For Israeli Address Repeat

IN ORDER to reach the largest possible audience with Israeli Ambassador Abba Eban's midnight address to the United Nations General Assembly, WLIB New York not only transcribed and presented it later, but cancelled its regular programming (including commercial periods) in order to do so—and bought space in three newspapers to alert potential listeners.

WLIB cancelled all of the programs between 4:30 and 5:15 p.m. in its Anglo-Jewish block on Nov. 4 in order to rebroadcast the speech outlining Israel's position in the Middle East crisis because, according to General Manager Harry Novik, "we realized that most people did not get the opportunity to hear his address because of the lateness of the hour."

New 7/40 Sales Plan Introduced For Advertisers by WRCA-TV

INITIATION at WRCA-TV New York of a new sales plan, patterned after its 14/50 Plan and to be known as the 7/40 Plan, has been announced by Jay Heiten, sales director.

The new 7/40 Plan gives an advertiser a 40% discount after seven station breaks or participations a week. The 14/50 Plan, in effect since February 1955, provides the advertiser with a 50% discount after purchasing 14 station breaks in designated programs. WRCA-TV said it will apply the 40% discount wherever the 50% discount is applicable under the 14/50 plan.

First advertisers to participate in the 7/40 Plan are Thomas Lipton, American Chicle, Plymouth, Ideal Dog Food, Lestoil, Nestle, Lavin, and the New York State Democratic Committee.

Aid to Businessmen

A 48-page booklet listing over 300 business promotion events, legal holidays and religious observances has just been published by the Chamber of Commerce of the U. S. The brochure, titled "Special Days, Weeks and Months in 1957," includes a chronological and an alphabetical list of events showing the purpose of each event and the name and address of its sponsor. The organization has also released "Trade Promotion Planning Calendar" which is a 26-page spiral bound calendar that includes a chronological listing of special days and weeks in each month. Booklets available for 50¢ a copy from Domestic Distribution Dept., Chamber of Commerce of U. S., 1615 H St. N. W., Washington 6, D. C.

Sylvania Offers Christmas Bonus

SYLVANIA Electric Products Inc., through a dealer co-op pre-Christmas drive, is giving purchasers of six of its higher priced black-and-white tv sets a $65 Helbros wristwatch as a special bonus.

ABC's Tribute to Glenn Miller

A SPECIAL musical program, titled *Tribute to Major Glenn Miller*, will be carried over ABC Radio on Nov. 29 (10:30-11 p.m. EST) as a salute to the famed band leader. Music for the show will be provided by Ray McKinley and the Glenn Miller Orchestra.

Top recordings of the late Mr. Miller's band also will be played, with selections submitted by leading disc jockeys of the ABC Radio affiliated stations, including Barry Kaye, WJAS Pittsburgh; Alan Owen, WMID Atlantic City; Jim Gibbons, WMAL Washington; Jack Denton, WISN Milwaukee; Charlie Trussell, KXEL Waterloo, Iowa; Don Doty, WTCN Minneapolis; Johnny Mac, KGA Spokane; Fred Wolf, WXYZ Detroit; Don Blanchard, WLS Chicago and Bob Larimer, WSIX Nashville.

WPIX (TV) Issues Film Brochure

WPIX (TV) New York has sent advertisers and agencies copies of a new promotion brochure which outlines the large number of syndicated tv film series on the station, plus its local news, and its sports and special events programming.

WEST END DAIRY, Charleston, S. C., has purchased Ziv Tv's *Dr. Christian* series to be shown on WCSC-TV there. The star, MacDonald Carey, made a round of personal appearances in Charleston to kick off the show. Completing sponsorship arrangements are (l to r) Roland Weeks, WCSC-TV general manager; Darwin H. Shopoff, advertising director of Tobias & Co. agency, and Bill Gwynette of West End Dairy.

Ed Sullivan Signs Met Stars

CBS-TV has announced an agreement between Rudolf Bing, general manager of the Metropolitan Opera (New York) and Ed Sullivan, calling for five appearances of leading opera stars and conductors in fully-staged scenes from five operas on *The Ed Sullivan Show* (Sundays, 8-9 p.m. EST). First appearance will be Maria Callas and George London in scene from "Tosca" on Nov. 25. The second telecast ("Madame Butterfly" sequence) follows two weeks later, with other productions to come.

"banks on channel 19"

The First Wisconsin National Bank puts its trust in WXIX to help assure complete coverage of the Milwaukee market. As advertising manager Bob Brown tells it: "Our programs on WXIX—from mysteries to basketball—repeatedly win better-than-good ratings and favorable public reaction. We look for similarly satisfactory results with our new schedule of spots during the football season. *We're a bank that banks on Channel 19.*" Whatever *your* field, it's dollars to doughnuts a low-cost schedule on WXIX will pay the highest sales dividends.

CBS Owned • Channel 19 • Milwaukee • Represented by CBS Television Spot Sales

TB strikes every 5 minutes

If you have "THE TIME" will you help fight TB*

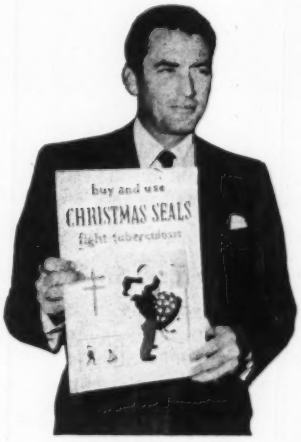
THESE STARS have contributed their talent to make this public service campaign material available to you . . .

RADIO: 15 minute transcribed programs starring:

LES BAXTER, HARRY BELAFONTE, VICTOR BORGE, PERRY COMO, BING CROSBY, VIC DAMONE, LES ELGART, TED LEWIS, PATTI PAGE and HANK SNOW produced by Hu Chain Associates, New York

- ► Transcription of 20 celebrity spot announcements
- ► Transcription of 20 recording artist spot announcements especially designed for disc jockey shows
- ► Columbia recording of 1956 Christmas Seal Song:

HE'LL BE COMIN' DOWN THE CHIMNEY



GREGORY PECK

TELEVISION:

1-minute and 20-second film spots featuring:

GREGORY PECK

ERNEST BORGNINE

plus "miniature documentaries"

8-second ID

Produced by Freedom Films
Goldwyn Studios, Hollywood

SLIDES, BALOP CARDS,
FLIP CARDS and POSTERS
greyed and color

ERNEST BORGNINE
Academy Award Winner

* **For NETWORK use, contact: NATIONAL TUBERCULOSIS ASSOCIATION, Public Relations, 1790 Broadway, New York 19, N. Y. Circle 5-8000, Extension 280**
For LOCAL use, contact: YOUR TUBERCULOSIS ASSOCIATION in your own community

50th ANNUAL CHRISTMAS SEAL SALE
NOVEMBER 15 through DECEMBER

harvest holiday

With Selected Music From The Vast SESAC Repertory

Blessed Is The Nation	*Hymn Of Praise*
Come, Ye Thankful People	*Hymn Of Thanks and Praise*
Coming Of The Pilgrims	*Mystery Pilgrims*
Father, We Thank Thee	*Now Thank We All Our God*
Fields Of Grain	*O Give Thanks To The Lord*
Give Thanks And Praise To God	*Pilgrim Thanksgiving*
Give Thanks Unto The Lord	*Prayer Of Thanksgiving*
God Is Our Refuge—Psalm 46	*Thanksgiving*
Harvest Holiday	*Thanksgiving Bells*
Harvest Time	*We Sing Thy Praise*
Heritage of Freedom, The	*. . . and many, many more*

Producers of the famous
SESAC TRANSCRIBED LIBRARY

The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

PROGRAMS & PROMOTIONS

Condon's 'Modest Oklahoma'

GLENN CONDON, general manager of KRMG Tulsa, is the co-author of a booklet entitled "Modest Oklahoma" which was issued in connection with the state's semi-centennial celebration. The brochure, illustrated in color, lists historical facts and data on Oklahoma's industry, sports, and a list of "modest . . . but famous . . . Oklahomans." It also includes a few poems and Will Rogers quotations.

Installs New Weather Equipment

WEEK-TV Peoria, Ill., recently completed installation of a weather forecasting station designed to enable viewers to see wind direction, velocity, humidity, barometic pressure and other weather data at the time of actual recording.

According to Fred C. Mueller, general manager of WEEK-TV, the equipment is identical to that used by many U. S. Weather Bureau stations.

WBBM, WGN Cover Train Disaster

CHICAGO radio-tv stations gave complete coverage, including eye witness reports, interviews and bulletins, of the local elevated train disaster that took eight lives and injured 198 other people two weeks ago. News segments of WBBM-AM-TV, WGN-AM-TV included the reading of complete casualty lists, according to those stations. A number of passengers were stranded for three-four hours at Chicago's Wilson Ave. station, where a subway train piled into a North Shore vehicle. The disaster aroused the concern of families and relatives, prompting hundreds of telephone calls to stations, newspapers and hospitals. The train wreck was the worst in Chicago in 20 years. WBBM-TV and WGN-TV aired on-the-spot films and stills of rescue work on late evening newscasts.

BBC's Anniversary Salute to NBC

A SPECIAL program produced by British Broadcasting Corp. in recognition of NBC's 30th anniversary of broadcasting was carried last Thursday (9:30-10 p.m. EST). Titled *The BBC Salutes NBC*, the program carried messages of tribute from Sir Laurence Olivier, Sir Ralph Richardson, Charles Coburn, Alec Guiness and Tyrone Power, among others. The voices of Sir Winston Churchill, the late Franklin D. Roosevelt and Neville Chamberlain also were heard. David Lloyd James was narrator of the program, which was recorded in England especially for NBC Radio.

CBS Radio Launches New Series

CBS Radio last week launched a new program series, *Update* (Wed., 9:30-10 p.m. EST), designed to provide listeners with background material on the troubled areas of the world. Produced by George Vicas of CBS Public Affairs, the series will deal with such critical key nations as Hungary, Poland, Israel and Rumania, providing information on economic and military strength and the politcial forces operating within these countries.

HUNT A HIT

A $1,005 Pepsi-Cola treasure hunt conducted this past summer by WVNA Tuscumbia, Ala., was such a success that the station currently is conducting a second hunt—this one for $2,500 in cash.

As in the first contest, a certificate is placed in a Pepsi-Cola bottle, which is hidden on public property in Florence, Sheffield or Tuscumbia, Ala. A month from the starting date, newspaper and radio teasers prepare citizens for the hunt.

Then clues are broadcast each day over WVNA during the month-long hunt. To give participating merchants increased store traffic, the station announces daily the name of a store at which additional clues can be obtained.

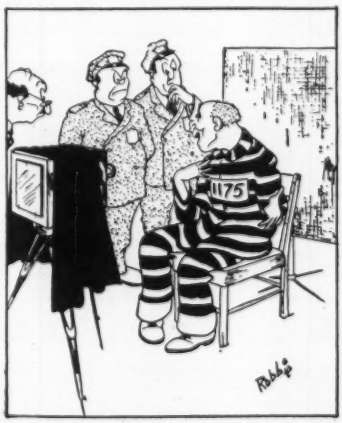
According to WVNA officials, sales of Pepsi-Cola in the area were better than ever before in August—period of the first hunt—and goods and services of all participating businesses moved faster.

Sponsors Thanksgiving Festival

LONGINES-WITTNAUER Watch Co., N. Y., will tie in its 90th anniversary with its traditional Thanksgiving Festival Nov. 22 on CBS-TV, 5 p.m. EST, by reviewing the past 90 years of the world's favorite music. It will feature minstrel songs, jazz, symphonic pieces and rock 'n' roll. Narrating the 20 segments of the program will be Edward (Duke) Ellington, Joe E. Brown and Will Rogers Jr. The Longines Symphonette and Choraliers, both CBS radio regulars, will be featured on the program.

KAFY Broadcasts Live Concerts

LIVE pickup of the Kern County Philharmonic Society concerts is being aired this season by KAFY Bakersfield, Calif., featuring interviews of guest artists prior to their public performance. Five concerts will be broadcast and members of the concert audience are interviewed during intermission.



"—but my audition on KRIZ Phoenix proved that I am more captivating orally than visually!"

'Father' Visits New York City

AS PART of an exploitation-publicity approach for its major tv film series, Screen Gems, N. Y., brought the entire cast of *Father Knows Best* from Hollywood to New York for press, radio-tv and personal interviews. The cast took part in the opening day ceremonies of the 41st Hotel Exposition at the Coliseum where Scott Paper Co., sponsor of the series, is an exhibitor.

WTOP-TV Shows Color Film

WTOP-TV's (Washington) first locally-originated color film was scheduled last Friday on station's *Late Show* at 11:15 p.m. EST. The film, J. Arthur Rank's *The Magic Box*, starring Robert Donat and an all-star British cast, was first seen on NBC-TV in lieu of the *Steve Allen Show* earlier this fall.

WOR-TV Expands News Coverage

IN AN expension of news coverage on WOR-TV New York, Gordon Gray, general manager, announces the addition of 14 regularly-scheduled news periods to the station's nightly lineup. Headlines and capsule bulletins will be presented twice an hour on WOR-TV from 6 p.m. to 12:30 a.m. EST, and a five-minute summary program will be telecast, starting at 11:30 p.m. EST on Monday through Friday. A special weekend news schedule also is being arranged.

Family's Radio Listening Habits

RAB this month released to its members a brochure outlining the story of a Cleveland family which has 13 radios in a six-room house. Called *All In The Family*, the folder describes the set locations and listening habits of the family of a Cleveland carpenter, whose listening patterns are said to be "typical of those of the average multi-set home."

BMI Mails 'Book Parade'

TEN 15-minute book review program scripts, each one written by a distinguished literary figure or critic, were mailed this month to more than 1,000 radio stations as part of Broadcast Music Inc.'s *Book Parade* library service.

Offers Free Storyboard Forms

FILMACK STUDIOS, N. Y., producer of film commercials, is offering advertising agencies and advertisers free storyboard forms as a means of simplifying the planning of a commercial. The forms have separate panels for video, animation and background, audio and timing. Copies may be obtained from Filmack by writing to Dept. F, 341 W. 44th St., N. Y. 36, N. Y. or Dept. F, 1327 South Wabash, Chicago 5, Ill.

Samsonite Distributes Gift Kits

GREY ADV., N. Y., agency for Shwayder Bros. (Samsonite luggage), Denver, Colo., reports that Samsonite dealers throughout the country will receive a special Christmas promotion kit of miniature Samsonite bags (containing gift certificates to be filled out by dealer and customer), counter displays and a set of 60-second radio spots.

WSJS-Radio delivers more audience in Winston-Salem *plus* a rich, progressive 18-county Piedmont area than all other Winston-Salem stations combined.

WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA
NBC AFFILIATE for WINSTON-SALEM, GREENSBORO, HIGH POINT
5000 W • 600 KC • AM-FM
HEADLEY-REED, REPRESENTATIVES

More People Listen MORE to WAPI
BIRMINGHAM
THE Voice OF ALABAMA
John Blair & Co.

1-2 sales punch
in WESTERN MONTANA
RADIO CBS KGVO 5000 WATTS
GILL-PERNA, rep.
KGVO TV 60,000 WATTS
MISSOULA, MONTANA

SPOT TV BUYING: The following tables show what the nation's top 200 spot television advertisers have spent in that category during the third quarter of 1956 (immediately below) and during the first nine months of the year (beginning on page 121). The first list is as complied by N. C. Rorabaugh for the Television Bureau of Advertising; the second is B•T's compilation of individual reports for the first three quarters. For the story behind these tables, see ADVERTISERS & AGENCIES, this issue.

TOP 200 IN SPOT TV (July-Sept. 1956)

(Prepared by N. C. Rorabaugh Co. for TvB)

Rank		Estimated Expenditure
1.	PROCTER & GAMBLE	$2,873,700
2.	BROWN & WILLIAMSON	2,826,700
3.	GENERAL FOODS	2,440,200
4.	PHILIP MORRIS	2,070,000
5.	STERLING DRUG	2,040,500
6.	COLGATE-PALMOLIVE	1,839,900
7.	LEVER BROTHERS	1,502,300
8.	CARTER PRODUCTS	1,391,700
9.	CONTINENTAL BAKING	1,387,500
10.	NATIONAL BISCUIT	1,141,900
11.	LIGGETT & MYERS	1,129,800
12.	MILES LABORATORIES	1,103,000
13.	BULOVA WATCH	973,000
14.	ROBERT HALL CLOTHES	943,200
15.	KELLOGG	917,100
16.	WARNER-LAMBERT	853,400
17.	AMERICAN TEL. & TEL.	786,600
18.	COCA-COLA	783,900
19.	CORN PRODUCTS REF.	775,000
20.	P. LORILLARD	762,000
21.	NEHI	733,900
22.	HELAINE SEAGER	681,100
23.	PABST BREWING	640,400
24.	SHELL OIL	630,200
25.	SALES BUILDERS	531,300
26.	PEPSI COLA CO.	488,800
27.	HAROLD F. RITCHIE	485,800
28.	BALLANTINE	485,300
29.	NESTLE	474,600
30.	INTERNATIONAL LATEX	467,900
31.	SWIFT & CO.	467,100
32.	CHARLES ANTELL	467,000
33.	R. J. REYNOLDS CO.	465,000
34.	ESSO STANDARD OIL	444,700
35.	REVLON	435,000
36.	BETTER LIVING ENT.	433,300
37.	THEO. HAMM BREWING	417,900
38.	FORD MOTOR	406,200
39.	ANHEUSER-BUSCH	398,300
40.	WESSON & SNOW DRIFT	393,300
41.	NORTH PAPER MILLS	371,900
42.	STANDARD BRANDS	370,000
43.	AMERICAN HOME FOODS	362,000
44.	SIMMONS	360,300
45.	FLA. CITRUS COMM.	358,200
46.	GILLETTE CO.*	356,200
47.	LEE LTD.	352,600
48.	GENERAL MOTORS	351,300
49.	READER'S DIGEST ASSOC.	350,600
50.	CHESEBROUGH-PONDS	350,500
51.	CLOROX CHEMICAL	348,700
52.	PIEL BROS.	342,100
53.	RCA	341,700
54.	BEECH-NUT PACKING	332,800
55.	BLOCK DRUG	330,000
56.	STANDARD OIL (IND.)	325,500
57.	WRIGLEY	323,700
58.	CARLING BREWING	323,300
59.	DORMIN	319,600
60.	H. J. HEINZ	316,900
61.	PHARMA-CRAFT	311,800
62.	CARNATION	298,100
63.	THOMAS J. LIPTON	298,100
64.	PACIFIC COAST BORAX	297,300
65.	ASSOCIATED PRODUCTS	294,500
66.	BENRUS WATCH	292,800
67.	NATIONAL DAIRY PRODS.	282,600
68.	RAYCO MFG.	276,800
69.	GENERAL ELECTRIC	274,400
70.	ADELL CHEMICAL	269,600
71.	TOP VALUE ENTS.	264,400
72.	SAFEWAY STORES	259,400
73.	RATH PACKING	247,200
74.	M. J. B.	244,400
75.	DR. PEPPER CO.	241,900
76.	FALSTAFF BREWING	236,100
77.	TEA COUNCIL	234,600
78.	RALSTON-PURINA	232,600
79.	ARMSTRONG RUBBER	231,000
80.	OSCAR MAYER & CO.	230,300
81.	HAWLEY & HOOPS	225,900
82.	STANDARD OIL (CALIF.)	213,700
83.	A & P	208,400
84.	SOCONY MOBIL OIL	207,300
85.	J. A. FOLGER & CO.	206,400
86.	S. F. BREWING	201,000
87.	SCHLITZ BREWING	196,400
88.	GOETZ BREWING	192,400
89.	SALADA TEA	191,800
90.	CHRYSLER	189,300
91.	HEILEMAN BREWING	182,100
92.	AMERICAN BAKERIES	181,500
93.	DUNCAN COFFEE	178,400
94.	PHARMACEUTICALS INC.	177,300
95.	E. & J. GALLO WINERY	176,000
96.	HILLS BROS. COFFEE	174,100
97.	SEALY MATTRESS	173,900
98.	LANGENDORF UNITED BAKERIES	173,400
99.	WM. B. REILY & CO.	170,600
100.	PAXTON & GALLAGHER	166,100
101.	BORDEN	165,700
102.	NATIONAL BREWING	164,900
103.	LIEBMANN BREWERIES	160,600
104.	PHILLIPS PETROLEUM	159,700
105.	SINCLAIR REFINING	157,900
106.	KROGER	157,700
107.	AMERICAN TOBACCO	157,700
108.	LUCKY LAGER BREWING	156,700
109.	EMERSON DRUG	155,700
110.	SEVEN-UP	155,600
111.	FOREMOST DAIRIES	155,400
112.	AMER. SAFETY RAZOR	154,400
113.	AMERICAN CHICLE	152,600
114.	INTERNATIONAL SALT	148,600
115.	JACKSON BREWING	147,700
116.	DREWRYS	147,200
117.	RICHFIELD OIL	146,400
118.	WILDROOT	140,700
119.	REGAL PALE BREWING	139,900
120.	CREAM OF WHEAT	139,700
121.	TIDEWATER ASSOC. OIL	136,700
122.	QUAKER OATS	136,600
123.	BEST FOODS	136,000
124.	JACOB RUPPERT BREW.	134,800
125.	G. WIEDEMANN BREW.	134,400
126.	BLUE PLATE FOODS	133,600
127.	ASSOC. HOSPITAL SERV.	131,500
128.	GENERAL CIGAR	131,000
129.	STANDARD BREWING	129,300
130.	GUNTHER BREWING	126,600
131.	LEWIS FOOD	126,500
132.	HOUSEHOLD FINANCE	126,000
133.	DUQUESNE BREWING	124,900
134.	LO-CALORY	124,100
135.	CBS	123,400
136.	WARD BAKING	122,700
137.	TAFON DIST.	122,400
138.	CLINTON CLOTHING	121,600
139.	AMERICAN STORES	121,600
140.	REV. ORAL ROBERTS	121,500
141.	WALGREEN	120,700
142.	CONTINENTAL OIL	120,700
143.	ARMOUR & CO.	120,500
144.	F & M SCHF. BREW.	118,800
145.	WHITEHALL PHARMACAL	118,300
146.	BLATZ BREWING	115,300
147.	LONE STAR BREWING	115,100
148.	ATLANTIC REFINING	112,300
149.	PETER HAND BREWERY	111,700
150.	AVON PRODUCTS	110,500
151.	PLOUGH INC.	109,300

* Includes Toni and Paper Mate

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

Rank		Estimated Expenditure
152.	GENERAL TIRE & RUBBER	107,000
153.	W. F. MCLAUGHLIN & CO.	106,300
154.	SARDEAU	106,600
155.	FRONTIER FOODS	106,400
156.	BARDAHL OIL	104,300
157.	RONZONI MACARONI	104,200
158.	R. E. SPRIGGS	104,100
159.	PILSENER BREWING	103,000
160.	INTERSTATE BAKERIES	100,100
161.	HOLSUM BAKING	99,900
162.	PILLSBURY MILLS	99,900
163.	MRS. BAIRDS BAKERIES	99,800
164.	REDCO CORP.	99,500
165.	BOND STORES	98,900
166.	B. C. REMEDY	97,200
167.	BEATRICE FOODS	96,200
168.	BUITONI PRODUCTS	96,000
169.	REXALL DRUG	94,800
170.	BRISTOL-MYERS	94,600
171.	GREYHOUND	93,500
172.	KEEBLER BISCUIT	93,200
173.	INTL. CELLUCOTTON	93,200
174.	G. H. P. CIGAR CO.	92,000
175.	SUNSHINE BISCUIT	91,300
176.	BREYER ICE CREAM	91,300
177.	PITTSBURGH BREWING	90,200
178.	S. S. KRESGE	89,500
179.	PAN-AM. SOUTHERN	87,500
180.	SLENDERELLA INTL.	87,400
181.	GOOD HUMOR	86,800
182.	CITIES SERVICE	86,700
183.	BEACON CO.	86,000
184.	STROH BREWING	85,100
185.	NATIONWIDE INSURANCE	84,800
186.	EASTMAN KODAK	84,500
187.	INTERNATIONAL SHOE	84,200
188.	MINUTE MAID	83,900
189.	STANDARD OIL (OHIO)	82,200
190.	FRITO	82,100
191.	AMERICAN BREWERY	81,600
192.	CAMPBELL SOUP	81,200
193.	CHARLES PFIZER & CO.	80,600
194.	C. SCHMIDT & SONS	78,700
195.	PEARL BREWING	78,300
196.	WILSON & CO.	77,700
197.	WEST END BREWING	77,500
198.	U. S. TOBACCO	77,100
199.	EAVEY GROCERIES	74,800
200.	ANDERSON CLAYTON & CO.	74,700

TOP 200 IN SPOT TV (Jan.-Sept. 1956)

(Compiled by B•T from quarterly reports prepared by N. C. Rorabaugh Co. for TvB)

Rank		Estimated Expenditure
1.	PROCTER & GAMBLE	$15,197,500
2.	BROWN & WILLIAMSON	8,442,000
3.	GENERAL FOODS	7,472,200
4.	STERLING DRUG	6,431,800
5.	COLGATE-PALMOLIVE	5,538,700
6.	PHILIP MORRIS	5,445,300
7.	NATIONAL BISCUIT	4,356,200
8.	MILES LABORATORIES	4,192,500
9.	KELLOGG	3,836,700
10.	LIGGETT & MYERS	3,490,100
11.	CARTER PRODUCTS	3,368,100
12.	BULOVA WATCH	3,323,000
13.	CONTINENTAL BAKING	3,252,100
14.	LEVER BROS.	3,237,200
15.	AMERICAN TEL. & TEL.	2,906,600
16.	GENERAL MOTORS	2,786,200
17.	ROBERT HALL CLOTHES	2,786,100
18.	COCA-COLA	2,654,100
19.	WARNER-LAMBERT	2,324,700
20.	HELAINE SEAGER	2,297,200
21.	CHARLES ANTELL	2,158,000
22.	FORD MOTOR	2,154,200
23.	CORN PRODUCTS REF.	1,812,300
24.	BLOCK DRUG	1,694,300
25.	HAROLD F. RITCHIE	1,674,700
26.	MINUTE MAID	1,663,200
27.	REVLON	1,651,210
28.	FLA. CITRUS COMM.	1,645,700
29.	NESTLE	1,541,000
30.	R. J. REYNOLDS	1,511,500
31.	ESSO STANDARD OIL	1,504,200
32.	P. LORILLARD	1,452,100
33.	SALES BUILDERS	1,452,000
34.	BALLANTINE	1,429,100
35.	NEHI	1,419,920
36.	PEPSI-COLA	1,411,533
37.	SHELL OIL	1,358,000
38.	STANDARD BRANDS	1,328,700
39.	BORDEN	1,284,500
40.	NORTHERN PAPER MILLS	1,273,000
41.	CHESEBROUGH-PONDS	1,239,500
42.	ANAHIST	1,201,590
43.	PABST BREWING	1,161,400
44.	RCA	1,157,400
45.	BETTER LIVING ENT.	1,156,300
46.	ANHEUSER-BUSCH	1,129,000
47.	WESSON & SNOW DRIFT	1,127,700
48.	PIELS BROS.	1,090,100
49.	CHRYSLER	1,085,600
50.	J. A. FOLGER	1,055,600
51.	LEE LTD.	1,051,500
52.	TONI	1,028,400
53.	CARLING BREWING	1,021,900
54.	THEO. HAMM BREWING	1,002,500
55.	H. J. HEINZ	988,300
56.	CAMPBELL SOUP	957,300
57.	FALSTAFF BREWING	944,000
58.	PETER PAUL	940,800
59.	BEECH-NUT PACKING	909,600
60.	STANDARD OIL (IND.)	896,900
61.	SWIFT & CO.	884,800

HAVE YOU A

Story* TO TELL?

Put it in records — inexpensively. Get your story into lots of hands at one time!

We'll press non-breakable records from your Master Tape and deliver labeled records back to you in protective sleeves and hardboard jackets. Prompt service.

- Large or Small Quantities
- Exceptionally Low Rates
- All Speeds and Sizes

**Sales Pitch for your Client—or Yourself*

SEND FOR BROCHURE AND RATES

CREST RECORDS, INC.
220 BROADWAY
Huntington Sta. 16, N. Y.

IN AND AROUND COLUMBUS, GEORGIA

CHANNEL 4 CBS ABC

WRBL-TV

PREFERRED VIEWING*

11-COUNTY AREA - NOV. '55

402 of 404

METROPOLITAN FEB. '56

298 of 416

* COMPETITIVE QUARTER HOURS WEEKLY TELEPULSE

CALL HOLLINGBERY CO.

WHBF

coverage area has

376,700

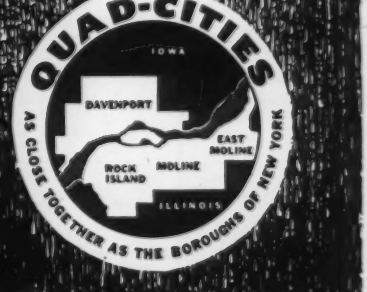
consumer spending units with

$1,339,059,000.

total retail sales

(S. M. Buying Power)

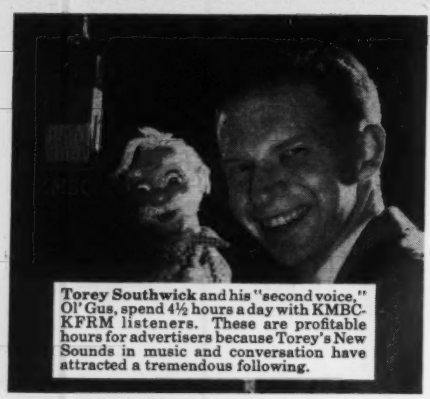
CBS FOR THE



WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY KNODEL



Torey Southwick and his "second voice," Ol' Gus, spend 4½ hours a day with KMBC-KFRM listeners. These are profitable hours for advertisers because Torey's New Sounds in music and conversation have attracted a tremendous following.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

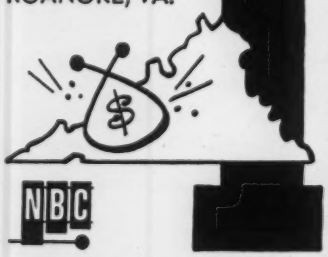
KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

the station that made ROANOKE

VIRGINIA'S NO. 1 TV MARKET

73.2% station share of sets... (ARB)

WSLS-TV
CHANNEL 10
ROANOKE, VA.



NBC

Represented Nationally—Avery-Knodel, Inc.

Rank		Estimated Expenditure
62.	NATIONAL DAIRY PROD.	859,900
63.	GENERAL ELECTRIC	858,400
64.	CARNATION	858,200
65.	SALADA TEA	846,600
66.	SOCONY MOBIL OIL	835,100
67.	HILLS BROS. COFFEE	827,200
68.	PACIFIC COAST BORAX	807,700
69.	STOKELY-VAN CAMP	805,500
70.	TAFON DIST	801,900
71.	E. & J. GALLO WINERY	801,100
72.	SAFEWAY STORES	771,900
73.	HAWLEY & HOOPS	760,500
74.	READERS DIGEST ASSN.	740,350
75.	GREAT A & P	728,800
76.	ARMOUR & CO.	718,900
77.	SEVEN-UP	699,300
78.	WILDROOT	695,800
79.	BEST FOODS	678,500
80.	AMERICAN CHICLE	678,100
81.	TOP VALUE ENTERPRISES	677,600
82.	PHARMACEUTICALS INC.	670,700
83.	GROVE LABORATORIES	669,150
84.	BRISTOL-MYERS	654,700
85.	TEA COUNCIL OF USA	654,590
86.	INT. CELLUCOTTON	650,200
87.	SIMMONS DEALERS	636,540
88.	WILLIAM WRIGLEY JR.	606,300
89.	B. T. BABBITT	605,200
90.	SEALY MATTRESS	595,100
91.	LIEBMANN BREWING	589,700
92.	RAYCO MFG.	589,000
93.	E. I. DU PONT	587,100
94.	M. J. B. CO.	569,800
95.	RATH PACKING	555,900
96.	RALSTON-PURINA	547,500
97.	AMERICAN BAKERIES	536,100
98.	SARDEAU	535,600
99.	LEWIS FOOD	533,300
100.	NATIONAL BREWING	524,800
101.	U. S. TOBACCO	524,400
102.	MENNEN	524,000
103.	CREAM OF WHEAT	523,800
104.	DUNCAN COFFEE	521,200
105.	LANGENDORF UNITED BAKERIES	508,100
106.	LUCKY LAGER BREWING	507,800
107.	SUNSHINE BISCUIT	507,200
108.	KROGER	506,300
109.	PAXTON & GALLAGHER	500,400
110.	SIMONIZ	499,000
111.	GREYHOUND	496,900
112.	PHILLIPS PETROLEUM	496,100
113.	S. F. BREWING	478,300
114.	ADELL CHEMICAL	477,780
115.	WELCH GRAPE JUICE	471,900
116.	MORTON FROZEN FOODS	467,600
117.	STUDEBAKER-PACKARD	467,230
118.	LOS ANGELES BREWING	462,200
119.	DREWRYS	458,700
120.	F & M SCHF. BREW.	454,400
121.	GENERAL BAKING	452,200
122.	WARD BAKING	446,300
123.	JACKSON BREWING	444,300
124.	AVON PRODUCTS	442,200
125.	PLOUGH INC.	438,840
126.	W. F. MCLAUGHLIN	438,700
127.	RICHFIELD OIL	429,600
128.	G. WIEDEMANN BREW.	426,200
129.	WILLIAM B. REILY	423,200
130.	VICK CHEMICAL	418,760
131.	B. C. REMEDY	417,520
132.	EMERSON DRUG	416,200
133.	BLUE PLATE FOODS	416,100
134.	INTERNATIONAL SALT	412,600
135.	THOMAS LUMING	408,460
136.	JACOB RUPPERT	404,800
137.	GLAMORENE	404,400
138.	ASSOC. HOSPITAL	399,100
139.	DUQUESNE BREWING	384,900
140.	CONTINENTAL OIL	384,200
141.	HOUSEHOLD FINANCE	383,200
142.	PROCTER ELECTRIC	372,250
143.	WALGREEN	367,400
144.	HUDSON PULP & PAPER	366,800
145.	AMERICAN TOBACCO	364,410
146.	AMERICAN HOME FOODS	362,000
147.	5-DAY LABS.	357,610
148.	GILLETTE	356,200
149.	BUITONI PRODUCTS	355,600
150.	REV. ORAL ROBERTS	353,300
151.	SLENDERELLA	348,900
152.	GENERAL MILLS	339,600
153.	CLINTON CLOTHING	337,900
154.	GUNTHER BREWING	335,680
155.	LIBBY MCNEIL & LIBBY	333,100
156.	DUFFY-MOTT	321,000
157.	LONE STAR BREWING	319,730
158.	EASTERN GUILD	319,700
159.	DORMIN INC.	319,600
160.	GRANT	314,600
161.	PHARMA-CRAFT	311,800
162.	SEECK & KADE	302,480
163.	THOMAS J. LIPTON	298,100
164.	S. S. KRESGE	297,680
165.	LUDENS	294,600
166.	CVA	293,700
167.	BROWN SHOE	292,210
168.	GROCERY STORE PROD.	289,600
169.	FRITO	288,500
170.	COTY	285,000
171.	PETRI WINE	278,200
172.	ALKAID	277,150
173.	BANK OF AMERICA	271,200
174.	DOW CHEMICAL	269,154
175.	QUALITY BAKERS	257,800
176.	INTERNATIONAL MILL	244,700
177.	MONARCH WINE	244,170
178.	DR. PEPPER CO.	241,900
179.	AVOSET	241,030
180.	SCHONBRUNN	240,520
181.	DRACKELL	236,700
182.	WHITMAN & SON	235,100
183.	OSCAR MAYER & CO.	230,300
184.	V. LA ROSA	229,160
185.	GORDON BAKING	228,880
186.	B. H. P. CIGAR	228,300
187.	GE SUPPLY	224,320
188.	MONTGOMERY WARD	223,140
189.	SEABROOK FARMS	222,680
190.	STANDARD OIL (CALIF.)	213,700
191.	S. S. S. CO.	209,800
192.	MARS INC.	209,410
193.	REMINGTON RAND	209,230
194.	SCHLITZ BREWING	196,400
195.	G. HEILEMAN BREWING	182,100
196.	SINCLAIR REFINING	157,900
197.	AMERICAN SAFETY RAZOR	154,400
198.	REGAL PALE BREWING	139,900
199.	QUAKER OATS	136,600
200.	GENERAL CIGAR	131,000

SPOT TV BY CATEGORY (3d Quarter, 1956)

(Prepared by N. C. Rorabaugh Co. for TvB)

Agriculture	**$ 278,000**
Feeds, Meals	*218,000*
Miscellaneous	*60,000*
Ale, Beer & Wine	**8,463,000**
Beer & Ale	*8,073,000*
Wine	*390,000*
Amusements, Entertainment	**174,000**
Automotive	**1,827,000**
Anti-Freeze	*18,000*
Batteries	*88,000*
Cars	*817,000*
Tires & Tubes	*454,000*
Trucks & Trailers	*12,000*
Miscellaneous Accessories & Supplies	*438,000*
Building Material, Equipment, Fixtures, Paints	**791,000**
Fixtures, Plumbing, Supplies	*155,000*
Materials	*137,000*
Paints	*215,000*
Power Tools	*198,000*
Miscellaneous	*86,000*
Clothing, Furnishings, Accessories	**1,861,000**
Clothing	*1,618,000*
Footwear	*174,000*
Hosiery	*62,000*
Miscellaneous	*7,000*
Confections & Soft Drinks	**4,620,000**
Confections	*1,281,000*
Soft Drinks	*3,339,000*
Consumer Services	**2,494,000**
Dry Cleaning & Laundries	*9,000*
Financial	*420,000*
Insurance	*431,000*
Medical & Dental	*50,000*
Moving, Hauling, Storage	*60,000*
Public Utilities	*1,142,000*
Religious, Political, Unions	*213,000*
Schools & Colleges	*8,000*
Miscellaneous Services	*161,000*
Cosmetics & Toiletries	**8,950,000**
Cosmetics	*1,928,000*
Deodorants	*1,230,000*
Depilatories	*609,000*
Hair Tonics & Shampoos	*1,705,000*
Hand & Face Creams, Lotions	*83,000*
Home Permanents & Coloring	*1,122,000*
Perfumes, Toilet Waters, etc.	*175,000*
Razors, Blades	*166,000*
Shaving Creams, Lotions, etc.	*664,000*
Toilet Soaps	*1,088,000*
Miscellaneous	*180,000*
Dental Products	**2,742,000**
Dentrifices	*2,250,000*
Mouthwashes	*322,000*
Miscellaneous	*170,000*
Drug Products	**5,295,000**
Cold Remedies	*70,000*
Headache Remedies	*983,000*
Indigestion Remedies	*1,510,000*
Laxatives	*932,000*
Vitamins	*161,000*
Weight Aids	*271,000*
Miscellaneous Drug Products	*1,066,000*
Drug Stores	*302,000*
Food & Grocery Products	**21,775,000**
Baked Goods	*4,169,000*
Cereals	*1,609,000*
Coffee, Tea & Food Drinks	*4,862,000*
Condiments, Sauces, Appetizers	*972,000*
Dairy Products	*1,784,000*
Desserts	*242,000*
Dry Foods (Flour, Mixes, Rice, etc.)	*719,000*
Frozen Foods	*1,016,000*
Fruits & Vegetables, Juices (except frozen)	*937,000*
Macaroni, Noodles, Chili, etc.	*340,000*
Margarine, Shortenings	*946,000*
Meat, Poultry & Fish (except frozen)	*1,535,000*
Soups (except frozen)	*54,000*
Miscellaneous Foods	*1,333,000*
Food Stores	*1,257,000*
Garden Supplies & Equipment	**38,000**
Gasoline & Lubricants	**3,908,000**
Gasoline & Oil	*3,739,000*
Oil Additives	*119,000*
Miscellaneous	*50,000*
Hotels, Resorts, Restaurants	**73,000**
Household Cleaners, Cleansers, Polishes, Waxes	**592,000**
Cleaners, Cleansers	*254,000*
Floor & Furniture Polishes, Waxes	*196,000*
Glass Cleaners	*7,000*
Home Dry Cleaners	*67,000*
Shoe Polish	*11,000*
Miscellaneous Cleaners	*57,000*
Household Equipment—Appliances	**1,446,000**
Household Furnishings	**898,000**
Beds, Mattresses, Springs	*754,000*
Furniture & Other Furnishings	*143,000*
Household Laundry Products	**3,284,000**
Bleaches, Starches	*583,000*
Packaged Soaps, Detergents	*2,384,000*
Miscellaneous	*317,000*
Household Paper Products	**1,016,000**
Cleansing Tissues	*391,000*
Food Wraps	*182,000*
Napkins	*134,000*
Toilet Tissue	*46,000*
Miscellaneous	*263,000*
Household, General	**511,000**
Brooms, Brushes, Mops, etc.	*8,000*
China, Glassware, Crockery, Containers	*4,000*
Disinfectants, Deodorizers	*82,000*
Fuels (heating, etc.)	*25,000*
Insecticides, Rodenticides	*190,000*
Kitchen Utensils	*7,000*
Miscellaneous	*195,000*
Notions	**162,000**
Pet Products	**849,000**
Publications	**484,000**
Sporting Goods, Bicycles, Toys	**79,000**
Bicycles & Supplies	*13,000*
General Sporting Goods	*9,000*
Toys & Games	*46,000*
Miscellaneous	*11,000*
Stationery, Office Equipment	**23,000**
Television, Radio, Phonograph, Musical Instruments	**348,000**
Antennas	*85,000*
Radio & Television Sets	*107,000*
Records	*148,000*
Miscellaneous	*8,000*
Tobacco Products & Supplies	**7,823,000**
Cigarettes	*7,483,000*
Cigars, Pipe Tobacco	*340,000*
Transportation & Travel	**542,000**
Air	*225,000*
Bus	*143,000*
Rail	*164,000*
Miscellaneous	*10,000*
Watches, Jewelry, Cameras	**1,637,000**
Cameras, Accessories, Supplies	*107,000*
Clocks & Watches	*1,268,000*
Jewelry	*39,000*
Pens & Pencils	*223,000*
Miscellaneous	**881,000**
Trading Stamps	*302,000*
Miscellaneous Products	*245,000*
Miscellaneous Stores	*334,000*
Total	**$83,863,000**

Station Authorizations, Applications
(As Compiled by B•T)
November 8 through November 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Nov. 14

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,947	3,085	170	328	125
Fm	516	545	40	41	0

FCC Commercial Station Authorizations
As of October 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,940	517	233
Cps on air	29	11	276
Cps not on air	121	20	114
Total authorized	3,090	548	623
Applications in hearing	163	3	126
New station requests	282	9	56
New station bids in hearing	111	0	80
Facilities change requests	156	3	31
Total applications pending	899	93	373
Licenses deleted in October	0	1	0
Cps deleted in October	3	0	0

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Nov. 14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	374	91	465[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	325	316	651[1]
Noncom. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,043	337	812	567	1,380[3]
Noncom. Educ.	63		36	27	63[4]
Total	1,106	337	848	594	1,443[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 698 already granted.

New Tv Stations . . .

ACTIONS BY FCC

Lancaster, Pa.—Peoples Bcstg. Co., granted uhf ch. 21; ERP 17 kw vis., 9.12 kw aur.; ant. height above average terrain 360 ft., above ground 393 ft. Estimated construction cost $75,276, first year operating cost $80,000, revenue $90,000. P. O. address % **Frank H. Altdoerffer**, 252 N. Queen St. Studio and trans. location on Gypsy Hill Rd. 2.4 mi. SE of Lancaster. Geographic coordinates 40° 01′ 11″ N. Lat., 76° 16′ 39″ W. Long. Trans. and ant. RCA. Legal counsel Stephen Tuhy Jr., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Mr. Altdoerffer and family. He is 51% owner, **WKOP-AM-FM Binghamton, N. Y.** Peoples is licensee, **WLAN-AM-FM Lancaster, Pa.** Announced Nov. 8.

Bryan, Tex.—Brazos Bcstg. Co., granted vhf ch. 3; ERP 60.3 kw vis., 30.2 kw aur.; ant. height above average terrain 410 ft., above ground 476 ft. Estimated construction cost $192,956, first year operating cost $184,000, revenue $204,000. P. O. address % **John M. Lawrence III**, Box 746, Bryan. Studio and trans. location 29th St., approx. 1.5 mi. south of Villa Maria Rd. Geographic coordinates 30° 38′ 39″ N. Lat., 96° 19′ 46″ W. Long. Trans. and ant. RCA. Consulting engineer A. Earl Cullum, Dallas, Tex. Principals include **W. C. Mitchell** (pres.-10%), insurance agent **Frank Seale** (10%), rancher-farmer; Mr. Lawrence (5%), attorney; **Brazos A. Varisco** (10%), farm, lumber, cotton gin, milling, other interests; **KWTX Bcstg. Co.** (50%) **(KWTX-AM-TV Waco, Tex.)**. Announced Nov. 8.

APPLICATION AMENDED

Wilmington, N. C.—Application of **Carolina Bcstg. System Inc.** seeking cp for new tv on ch. 3 amended to furnish additional information re financial data, stockholders and stock subscriptions. Filed Nov. 9.

Existing Tv Stations . . .

ACTIONS BY FCC

KOVR (TV) Stockton; KCCC-TV Sacramento, both **Calif.**—Granted application to change trans. and ant. site from Mount Diablo, about 20 mi. east of San Francisco and 35 mi. southwest of Stockton, to Butte Mountain, about 80 mi. east of San Francisco and 40 mi. northeast of Stockton; increase ERP to 316 kw vis. and 158 kw aur., and change type trans. and ant. FCC by letter denied petition by KCCC-TV (ch. 40) to designate KOVR application for hearing; returned KCCC-TV application for change in location to Stockton, specify Mount Diablo as trans. location and change from ch. 40 to ch. 13, and denied petition for comparative hearing. Announced Nov. 8.

WSBT-TV South Bend, Ind.—Granted cp to change ERP to 219 kw vis., 115 kw aur., and make equipment changes; ant. 540 ft. Announced Nov. 14.

KCJB-TV Minot, N. D.—Granted cp to change trans. location, ERP to 64.6 kw vis., 32.4 kw aur. and install new ant. system; ant. 1,130 ft. Announced Nov. 14.

WARD-TV Johnstown, Pa.—Application—seeking mod. of cp (which authorized new tv) to change from ch. 56 to ch. 19, studio location from Rivoli Bldg., Johnstown, to ¼ mi. north of Frankstown Rd. (Rte. 53) and 1.56 mi. east of junction of Stony Creek & Conemaugh River, Conemaugh Twp., Pa. (trans. location), ERP from 91 kw vis. and 46 kw aur., to 81.5 kw vis. and 44 kw aur., change type trans. and ant. and make other equipment changes—returned by letter 11-6-56. (Ch. 19 not assigned to Johnstown.) Announced Nov. 9.

WMAL-TV Washington, D. C.—Granted mod. of cp to change ERP to 316 kw vis., 158 kw aur., install new trans. and make minor ant. and equipment changes. Announced Nov. 14.

CALL LETTERS ASSIGNED

KWRB-TV Riverton, Wyo.—Chief Washakie Tv, ch. 10.

APPLICATION

WMCN (TV) Grand Rapids, Mich.—Seeks mod. of cp (which authorized new tv) to change ERP to 18.8 kw vis., 13.15 kw aur., install new trans. and ant. system and make other equipment changes. Announced Nov. 9.

KOSA-TV Odessa, Tex.—Seeks mod. of cp (which authorized new tv) to change ERP to 316 kw vis., 160 kw aur., change type trans. and make other equipment changes. Announced Nov. 14.

Allocations . . .

ACTIONS BY FCC

New Orleans, La.; Meridian, Miss.—FCC by memorandum opinion and order denied petition by Loyola U. (**WWL-TV New Orleans**, ch. 4) to move reference point (d) and change Zone II boundary line so transmitter of **WTOK-TV Meridian** will lie in Zone II, where 190-mi. co-channel spacing is required, instead of Zone III, where 220-mi. spacing is required, in order to assign ch. 11 to New Orleans. Comr. Bartley dissented. Announced Nov. 8.

Bryan-College Station, Tex.—FCC, by memoradum opinion and order dismissed, as moot, petition for reconsideration of report and order in Docket 11515 filed by **KVDO (TV) Corpus Christi, Tex.** (ch. 22), requesting that use of ch. 3 at Bryan-College Station be limited by requiring that transmitter on this channel be located minimum distance from Corpus Christi. (Comr. Craven absent.) Announced Nov. 9.

Translators . . .

ACTIONS BY FCC

Parker, Ariz.—Parker Chamber of Commerce granted ch. 70 (806-812 mc) to rebroadcast ch. 3 **KTVK (TV) Phoenix, Ariz.** Trans. output 10 w, ERP to community 28 w. Estimated population to be served 5,500. P. O. address % **E. Floyd Ross**, Box 1898, Parker, Ariz. Estimated construction cost $4,500, first year operating cost $1,800. Announced Nov. 8.

Havre, Mont.—Hill County T-V Club granted ch. 82 to rebroadcast ch. 5 **KFBB-TV Great Falls, Mont.** Trans. output 10 w, ERP to community 94 w. Estimated population to be served 11,000. P. O. address 805 Third St., Havre. Estimated construction cost $4,428, first year operating cost $100. Announced Nov. 8.

Havre, Mont.—Hill County T-V Club granted ch. 70 to rebroadcast ch. 5 **KFBB-TV Great Falls, Mont.** (through translator 82, 15 mi. south Havre on mountain. See above). Trans. output 10 w, ERP to community 94 w. Estimated population to be served 11,000. P. O. address 805 Third St., Havre. Estimated construction cost $3,029, first year operating cost $145. Announced Nov. 8.

New Am Stations . . .

ACTIONS BY FCC

Atlantic Beach, Fla.—Voice of the Sea granted 1600 kc, 1 kw D. P. O. address 1629 Beach Ave., Atlantic Beach. Estimated construction cost $10,000, first year operating cost $28,000, revenue $36,000. Sole owner **William A. Partain III** is Southeastern division manager of Alexander Hamil-

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

ton Institute (home study institute). Announced Nov. 8.

Bradenton, Palmetto, both **Fla.**—Applications of **Sunshine State Bcstg. Co.,** Bradenton, and **Gulf Isles Bcstg. Co.,** Palmetto, for new ams on 1420 kc, 1 kw DA-D designated for consolidated hearing. Announced Nov. 8.

Jacksonville, Fla.—Application of **Ralph D. Epperson** seeking cp for new am on 690 kc, 10 kw D, returned (per Sec. 1.724[b] of Commission rules). Announced Nov. 14.

Miami, Fla.—Frieda Bcstg. Corp. granted 1260 kc, 5 kw DA-D. P. O. address % Keith Moyer, 1025 W. Market St., Taylorville, Ill. Estimated construction cost $31,000, first year operating cost $48,000, revenue $56,000. Principals include **Keith Moyer** (70%), 55% owner of **WTIM Taylorville, Ill.,** and 51% of **WTAY Robinson, Ill.; Frieda Moyer** (5%), and **Roger L. Moyer** (25%), 39.3% owner of WTAY. Announced Nov. 8.

Starke, Fla.—Ben Akerman granted 1580 kc, 1 kw D. P. O. address 2646 Cheshire Bridge Rd., N. E., Atlanta, Ga. Estimated construction cost $6,750, first year operating cost $18,000, revenue $24,000. Mr. Akerman is general manager of **WGST Atlanta** and former 50% owner of **WSTN St. Augustine, Fla.** Announced Nov. 8.

Ocilla, Ga.—Application of **Irwin Ben Hill Bcstg. Co.** seeking cp for new am on 1430 kc, 5 kw D, dismissed (request of applicant). Announced Nov. 14.

Pocatello, Idaho—Application of **Pocatello Radio Inc.** seeking cp for new am on 540 kc, 500 w D, dismissed (request of applicant). Announced Nov. 14.

Pine City, Minn.—Pine County Bcstg. Co. granted 1350 kc, 1 kw D. P. O. address % **Richard K. Power,** Radio Station WSHB, Stillwater, Minn. Estimated construction cost $17,018.43, first year operating cost $40,000, revenue $50,000. Principals are Mr. Power (pres.-30%), mgr.-50% owner, **WSHB Stillwater, Minn.**; Vice Pres. **Dewey S. Campbell** (12%), employe of WSHB, and Secy.-Treas. **John C. Hunter** (58%), business interests. Announced Nov. 8.

Laurel, Miss.—Voice of the New South granted 1260 kc, 1 kw D. P. O. address P. O. Box 1511, Meridian, Miss. Estimated construction cost $15,704.76, first year operating cost $42,000, revenue $48,000. Principals are equal partners **Frank E. Holladay,** commercial manager of **WMOX Meridian,** pres.-25% owner of **WLSM Louisville, Miss.**; vice pres.-25% owner of **WCLD Cleveland, Miss.**; and **Joseph W. Carson,** manager of WMOX, vice pres.-25% owner of WLSM and pres.-25% owner of WCLD. Announced Nov. 8.

Hamlet, N. C.—Application of **Risdon Allen Lyon** for new am on 1400 kc, 250 w unl., designated for hearing; **WCRE Cheraw, S. C.,** made party to proceeding. Announced Nov. 8.

APPLICATIONS

Mount Dora, Fla.—George R. Smith, 1580 kc, 1 kw D. P. O. address Box 267, Arcadia, Fla. Estimated construction cost $16,180, first year operating cost $18,000, revenue $24,000. Mr. Smith has real estate and insurance interests in Arcadia. Announced Nov. 8.

Westbrook, Me.—Westbrook Bcstg. Co., 1440 kc, 5 kw D, remote control trans. P. O. address 841 Main St. Estimated construction cost $20,291, first year operating cost $42,300, revenue $51,000. Principals include **Jacob Agger** (treas.-66%), Portland, Me., attorney; **Philip G. Willard** (pres.-29%), Portland attorney. Announced Nov. 14.

Bend, Ore.—Clarence Wilson and Phil Jackson d/b as Independent Bcstrs., 900 kc, 1 kw D. P. O. address Box 230, Klamath Falls, Ore. Estimated construction cost $13,193, first year operating cost $36,000, revenue $48,000. Application is contingent on change of frequency of **KLAD Klamath Falls, Ore.,** from 900 to 960 kc and **KUTI Yakima, Wash.,** from 900 to 980 kc. Mr. Wilson and Mr. Jackson are equal partners in **KBOY Medford, Ore.** and KLAD and have pending applications for ams in Redding and Weed, both Calif. Announced Nov. 8.

Winner, S. D.—Midwest Radio Corp., 1260 kc, 5 kw D, remote control trans. P. O. address % **Robert W. Fouse,** Box 949, Chadron, Neb. Estimated construction cost $24,737, first year operating cost $74,000, revenue $99,000. Principals are ⅓ owners **William H. Finch,** 5.4% interest, **KGOL Golden, Colo.; Richard L. David,** optometrist, and Mr. Fouse, 5.4%, KGOL. Announced Nov. 14.

Henrietta, Tex.—David P. Pinkston and Leroy Elmore d/b as Western Bcstg. Co., 1410 kc, 500 w D. P. O. address Box 270, Lubbock, Tex. Estimated construction cost $26,200, first year operating cost $48,000, revenue $50,000. Mr. Pinkston owns 50%, **KDAV Lubbock, Tex.**; 75%, **KPEP San Angelo, Tex.**; and 50%, **KZIP Amarillo, Tex.** Mr. Elmore owns 30% of KDAV. They are partners in applications for ams in Albuquerque, N. M., and Colorado Springs, Colo. Announced Nov. 9.

Danville, Va.—Danville Bcstg. Corp., 970 kc, 500 w D. P. O. address % **Henry W. Pritchett Jr.,** Box 975, Danville. Estimated construction cost $16,329, first year operating cost $35,000, revenue $41,000. Principals are ⅓ owners Mr. Pritchett (pres.). 25% owner, Diamond Paper Inc., Danville; **Richard A. Bendall,** Danville attorney, and **Charles M. McCraw,** engineer, **WALY Herkimer, N. Y.** Announced Nov. 14.

Rocky Mount, Va.—Radio Franklin Inc., 1290 kc, 1 kw D, remote control trans. P. O. address Box 110, Rocky Mount. Estimated construction cost $17,980, first year operating cost $30,960, revenue $35,000. Principals are equal owners **Arthur Albert Moran Jr.** (pres.), chief engineer, **WHLF South Boston, Va.; Dr. F. B. Wolf,** Rocky Mount physician; **K. W. Salyer,** publisher, *Franklin (Va.) News Post,* and **E. Kyle Farmer,** Roanoke, Va., electrical contractor. Announced Nov. 14.

APPLICATIONS AMENDED

Houghton-Hancock, Mich.—Application of **Copper Country Bcstg. Co.** seeking cp for new am on 920 kc, 1 kw D, amended to change station location to Hancock, Mich. Announced Nov. 8.

Bucyrus, Ohio—Application of **Bucyrus Enterprises Inc.** seeking cp for new am on 1010 kc, 250 w DA-D, amended to change frequency to 790 kc, power to 500 w, change type trans. and make changes in ant. (increase height) and ground system. Announced Nov. 9.

Klamath Falls, Ore.—Application of **Joe D. Carroll** seeking cp for new am on 960 kc, 1 kw D, amended to change ant.-trans. location and to change studio location to same as trans. Announced Nov. 14.

Livingston, Tex.—Application of **Polk County Bcstg. Co.** seeking cp for new am on 1220 kc, 250 w D, amended to change frequency to 1440 kc, power to 1 kw, change type trans. and make changes in ant. (increase height). Announced Nov. 14.

Bellevue, Wash.—Application of **Northwest Bcstrs. Inc.** seeking cp for new am on 1540 kc, 1 kw unl., DA-1, amended to make changes in DA pattern. Announced Nov. 9.

Existing Am Stations . . .

ACTIONS BY FCC

KHIL Fort Lupton, Colo.—Granted mod. of license to change station location to Brighton-Fort Lupton. Announced Nov. 8.

WJCM Sebring, Fla.—Granted change from 1340 kc, 250 w unl. to 960 kc, 500 w D. Announced Nov. 8.

WBHB Fitzgerald, Ga.—Granted change from 1240 kc, 250 w unl. to 1380 kc, 5 kw D. Announced Nov. 8.

WLBA Gainesville, Ga.—Granted change on 1580 kc, 5 kw D from DA to non-DA, reducing power to 1 kw during Canadian restriction periods. Announced Nov. 8.

WFAX Falls Church, Va.—Granted increase power from 500 w to 1 kw, continuing operation on 1220 kc, D. Announced Nov. 8.

WYSR Franklin, Va.—Granted change operation from 1570 kc, 250 w D to 1250 kc, 1 kw D; trans. to be operated by remote control. Announced Nov. 8.

CALL LETTERS ASSIGNED

KAMP El Centro, Calif.—Ray Lapica, 1430 kc, 1 kw. Changed from KACE.

KAMP Riverside, Calif.—Ray Lapica, 1570 kc, 1 kw.

KACE Riverside, Calif.—Ray Lapica, 1570 kc, 1 kw. Changed from KAMP.

KGEN Tulare, Calif.—San Val Bcstrs., 1370 kc, 1 kw.

WKTS Brooksville, Fla.—Hernando Bcstg. Co., 1450 kc, 250 w.

KAFA Colorado Springs, Colo.—Taylor Bcstg. Co., 1460 kc, 1 kw.

WKBX Corinth, Miss.—Triangle Bcstg. Co., 1330 kc, 500 w.

WKIT Mineola, N. Y.—Keynote Bcstg. System Inc., 1520 kc, 250 w. Changed from WKBS Dec. 1 in lieu of previous effective date of Nov. 1.

WDBG Dyersburg, Tenn.—Southern General Bcstg. Co., 1330 kc, 500 w.

WRKE Roanoke, Va.—Elmore D. Heins and Reba Figgatt Heins, 910 kc, 1 kw.

KARY Prosser, Wash. — Prosser-Grandview Bcstrs. Inc., 1310 kc, 1 kw.

KVGN Fairbanks, Alaska—Radio Anchorage Inc., 1240 kc, 250 w.

APPLICATIONS

WBCC Bessemer, Ala.—Seeks cp to change frequency from 1450 kc to 1480 kc, increase power from 250 w to 5 kw, change from unl. to D and install new trans. Announced Nov. 14.

WKEN Dover, Del.—Seeks mod. of cp (which authorized new am) to change studio location and operate trans. by remote control. Announced Nov. 14.

WKTL Kendallville, Ind.—Seeks cp to change from DA-D to non-DA. Announced Nov. 14.

WCHB Inkster, Mich.—Seeks mod. of cp (which authorized new am) to make changes in ant. system. Announced Nov. 9.

WAAT Newark, N. J.—Seeks authority to determine operating power by direct measurement of ant. power. Announced Nov. 14.

WWBG Bowling Green, Ohio—Seeks cp to increase power from 250 w to 1 kw, install new trans. and make changes in DA system. Announced Nov. 14.

KSWO Lawton, Okla.—Seeks mod. of license to change studio location and operate trans. by remote control. Announced Nov. 14.

APPLICATIONS AMENDED

KRUX Glendale, Ariz.—Application seeking cp to change frequency from 1340 kc to 1360 kc, increase power from 250 w unl. to 500 w N and 5 kw D, change ant.-trans. location, install DA-N, make changes in ground system and install new trans. (requesting waiver of Sec. 3.28 [c]), amended to make changes in DA-N. Announced Nov. 14.

WCMR Elkhart, Ind.—Application seeking cp to increase power from 500 w to 5 kw, make changes in DA system (decrease height and add one tower) and install new trans., amended to make changes in DA pattern, correct coordinates and describe trans. Announced Nov. 14.

KCKN Kansas City, Kan.—Application seeking cp to change ant.-trans. and studio location, make changes in ant. system (decrease height), install new trans. and make changes in ground system, amended to delete request for new trans. Announced Nov. 14.

KEVE Minneapolis, Minn.—Application seeking cp to change frequency from 1440 kc to 1020 kc, increase power from 5 kw to 10 kw and install new trans., amended to change name of applicant to **Western Bcstg. Corp.** Announced Nov. 14.

WEMP Milwaukee, Wis.—Application seeking cp to make changes in DA-D pattern and change studio location amended to make additional changes in DA-D pattern. Announced Nov. 14.

New Fm Stations . . .

ACTIONS BY FCC

Allocations—FCC by order amended its allocation table for Class B fm stations, effective immediately, to delete ch. 262 from **San Francisco** and add it to **Sacramento, Calif.,** in lieu of ch. 233 at latter city. Announced Nov. 8.

Sacramento, Calif.—Town & Country Broadcasters granted 95.3 mc, 1 kw unl. P. O. address % William T. White, 3431 Kentfield Dr., Sacramento 21, Calif. Estimated construction cost $3,260, first year operating cost $11,700, revenue $14,000. Principals include William T. White and Virgil J. Nugent, equal partners. Announced Nov. 8.

Brunswick, Me.—President & Trustees of Bowdoin College granted 91.1 mc, 10 w unl. P. O. address % Elroy La Casle, Brunswick. Estimated construction cost $1,600, first year operating cost $1,200. Proposed station is for non-commercial educational purposes. Announced Nov. 8.

CALL LETTERS ASSIGNED

KWJB-FM Globe, Ariz.—Gila Bcstg. Co., 100.3 mc, 11 kw.

KRHM (FM) Los Angeles, Calif.—Harry Maizlish, 94.7 mc, 58 kw. Changed from KFWB-FM.

WECT (FM) Greenville, N. C.—East Carolina College, 91.3 mc, 4.5 kw, non-commercial educa-

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

tional station.

WPAT-FM Paterson, N. J.—WPAT Inc., 93.1 mc, 20 kw.

KAML-FM San Antonio, Tex.—Radio KITE Inc., 97.3 mc, 8.3 kw. Changed from KITE-FM.

Ownership Changes . . .

ACTIONS BY FCC

WATM Atmore, Ala.—Application seeking assignment of license to **Southland Bcstg. Co.** dismissed (request of applicant). Announced Nov. 14.

KVFC Cortez, Colo.—Granted assignment of license from **Jack W. Hawkins** and **Barney H. Hubbs**, partnership, to Mr. Hawkins (66⅔%) and Mr. Hubbs (33⅓%). Change in control to be effected by transfer of stock from Mr. Hubbs through trade of 1/6 of **KIUN Pecos, Tex.** No consideration. Announced Nov. 14.

WKTS Brooksville, Fla.—Granted assignment of cp from **Roy O. Hawthorne Jr.** and **Elmo B. Kitts d/b as Hernando Bcstg. Co.** to **Elmo B. Kitts tr/as Hernando Bcstg. Co.** for $50. Announced Nov. 14.

WIND-AM-TV Chicago, Ill.—Granted assignment of am license and tv cp to **Westinghouse Bcstg. Co.** for $5.3 million. Westinghouse owns **KDKA-AM-FM-TV Pittsburgh, WBZ-AM-TV Boston, KWY-AM-FM-TV Cleveland, WBZA Springfield, Mass.; WOWO Fort Wayne, Ind.; KEX Portland, Ore.,** and **KPIX (TV) San Francisco.** Announced Nov. 8.

KCLO Leavenworth, Kan.—Granted assignment of license from **Stephen P. Bellinger** *et al* to **George Basil Anderson** and **Florence L. Anderson**, partnership d/b as **Leavenworth Bcstg. Co.**, for $46.500. Mr. Anderson owns **KLIR Denver, KJRG Newton, Kan.,** and **KJSK Columbus, Neb.** Announced Nov. 8.

WFLW Monticello, Ky.—Granted assignment of license to **Fred A. Staples** for $25,500. Mr. Staples is 16.66% owner of **WHJC Matewan, W. Va.** Announced Nov. 8.

WGAT Utica, N. Y.—Granted assignment of license from **J. Eric Williams** d/b as **Central Bcstg. Co.**, New Hartford, N. Y., to **Star Bcstg. Co.** for $85.000. Star is licensee of **WGVA Geneva, N. Y.,** and owner, **WBBF-AM-TV Rochester, N. Y.** Announced Nov. 8.

WFWL Camden, Tenn.—Granted assignment of license from **Michael R. Freeland** and **John M. Latham d/b as Camden Bcstg. Co.** to **Camden Bcstg. Co.** for $7,000 and assumption of debts. Assignee is owned 100% by Mr. Freeland. Announced Nov. 14.

KCAR Clarksville, Tex.—Being advised that applications for renewal of license and assignment to **KCAR Inc.** indicate necessity of hearing. Announced Nov. 8.

KIUN Pecos, Tex.—Granted assignment of license from **Jack W. Hawkins** and **Barney H. Hubbs**, equal partners, to Mr. Hubbs (66⅔%) and Mr. Hawkins (33⅓%). Change in control to be effected by transfer of stock from Mr. Hawkins for trade of 1/6 of **KVFC Cortez, Colo.** (See above.) No consideration. Announced Nov. 14.

KWIE Kennewick-Richland-Pasco, Wash.—Granted transfer of control from **Clarence J. McCredie** and **Harold A. Clark** to **Cascade Bcstg. Co.** through sale of 60% of stock for $96,615. Cascade, present 40% owner, is owner of **KIMA-AM-TV Yakima, Wash.,** and satellites **KLEW-TV Lewiston, Idaho, KEPR-TV Pasco** and **KBAS-TV Ephrata**, both **Wash.**, and holds cp for ch. 8, Walla Walla, Wash. Announced Nov. 8.

KBYR Anchorage, Alaska—Granted relinquishment of negative control by **J. Chester and Josephine M. Gordon, Urgel Goodwin and Virginia May Bell** through sale of stock to **Eugene Pournelle** and **Ruth Pournelle.** Consideration: $13,750 for 21%. Announced Nov. 8.

APPLICATIONS

KAIR Tucson, Ariz.—Seeks assignment of cp from **William John Hyland III and Dawkins Espy d/b as Pima Bcstg. Co.** to **William John Hyland III, Dawkins Espy and James H. Duncan d/b as Pima Bcstg. Co.** Mr. Duncan will pay $30.000 for 25%. Mr. Hyland and Mr. Espy will each own 37.5%. Announced Nov. 8.

KSUL Sulphur, La.—Seeks assignment of license from **James A. West Jr., Elgie M. Risinger** and **Delvin R. White d/b as Southern Bcstg. Co.** to **The Lake Bcstg. Co.** for $42,500. Southern National Insurance Co. (51% owner of **KVLC Little Rock, Ark.**), Little Rock, is 50.99% owner of proposed assignee. **Dale D. Mahurin** (7%, KVLC) is 30% owner. Announced Nov. 14.

WSPR Springfield, Mass.—Seeks acquisition of negative control by **Barbara B. Tindal** and **Alan G. Tindal** as family group (50%) and **Helen B. Solberg** and **Kristian Solberg** as family group (50%) through purchase of stock from **Edmund A. Laport.** Mr. Tindal will buy 7.2% for $3,784 (Barbara B. Tindal is present 42.8% owner), and **Mr. Solberg,** present 23.4% owner, will buy 3.2% for $1,720 (Helen Solberg owns 23.4%.) Announced Nov. 14.

WMIC Monroe, Mich.—Seeks assignment of cp from **Charles S. McIntyre, Brouwer D. McIntyre** and **William D. McIntyre d/b as Radio Station WMIC** to **McIntyre Bcstg. Co.** Corporate change. Principals continue as ⅓ owners each. Announced Nov. 14.

WMPA Aberdeen, Miss.—Seeks assignment of license from **E. O. Roden, James E. Reese, W. I. Dove and G. A. Pribbenow d/b as Prairie Bcstg. Co.** to **Ray Tolar** for $35,000. Announced Nov. 8.

KLIN Lincoln, Neb.—Seeks assignment of license from **Frudeger Bcstg. Co.** to **Fletcher-Mitchell Corp.** for $190,000. Principals of proposed assignee are **Jonathan M. Fletcher** (75%), executive vice president, Home Federal Savings & Loan Assn., Des Moines, Iowa, and **James I. Mitchell** (pres.-25%), executive vice president-general manager, **KPIG Cedar Rapids, Iowa.** Announced Nov. 14.

WFCB Dunkirk, N. Y.—Seeks transfer of control from **A. A. Schmidt** *et al* to **James Bcstg. Co.** which is buying 66% of stock for $51,102. James Bcstg. is licensee of **WJTN-AM-FM Jamestown, N. Y.** Announced Nov. 14.

WCHI Chillicothe, Ohio—Seeks assignment of license from **Glacus G. Merrill** to **Norman M. Glenn** for $65,000. Mr. Glenn is general manager of **WJWL Georgetown, Del.** Announced Nov. 8.

WDOD-AM-FM Chattanooga, Tenn.—Seeks acquisition of positive control by **Earl W. Winger** through purchase by licensee WDOD Bcstg. Corp. of 50% stock owned by **Norman A. Thomas** for $175,621. Mr. Winger will own 100%. Announced Nov. 9.

KWIQ Moses Lake, Wash.—Seeks assignment of license from **Robert S. McCaw tr/as Central Basin Bcstg. Co.** to **Central Basin Bcstg. Corp.** Mr. McCaw will sell ⅓ of stock to **Warren J. Durham,** radio consultant, for $2,000, and retain ⅔ interest. Announced Nov. 14.

WXRF Guayama, P. R.—Seeks assignment of license from **Rafael Fuster** to **Guayama Bcstg. Co.** Corporate change. No change in control. Announced Nov. 14.

Hearing Cases . . .

FINAL DECISION

Howell, Mich.—FCC, by order of Nov. 14, made effective immediately initial decision and granted application of **Livingston Bcstg. Co.** for new am on 1350 kc, 500 w D, in Howell. Announced Nov. 14.

INITIAL DECISION

Babylon, N. Y.—Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of **Babylon-Bay Shore Bcstg. Corp.** for new am on 1440 kc, 500 w D, in Babylon. Announced Nov. 14.

OTHER ACTIONS

St. Petersburg Beach, Tampa, Fla.—FCC, by memorandum opinion and order of Nov. 14 acted on pleadings in proceeding on applications for new am stations by **Polly B. Hughes** (1600 kc, 1 kw D), Tampa, and **Edmund A. Spence, tr/as Holiday Isles Bcstg. Co.** (1590 kc, 1 kw DA-D), St. Petersburg Beach, as follows: (1) denied Hughes June 14 petition to enlarge issues; (2) denied Hughes July 16 appeal from examiner's rulings granting amendment to Spence application relating to change in trans. site; (3) denied Hughes July 20 petition to enlarge issues, but permitted examiner, upon petition properly filed containing sufficient allegations of fact in support thereof, or on examiner's own motion, to enlarge issues to add "sufficiency of fund" consideration; (4) denied Spence July 5 petition to enlarge issues; (5) denied **WPIN St. Petersburg** June 1 petition to intervene and enlarge issues; (6) granted Broadcast Bureau July 19 petition only to extent of adding "adequate coverage" issue to Spence proposed operation; and (7) on Commission's own motion, added new "significant differences" issue. Comr. Mack abstained from voting. Announced Nov. 14.

Flint, Mich.—FCC, by order of Nov. 14, granted motion by **W. S. Butterfield Theatres Inc.,** and **Trebit Corp.,** for continuance of hearing in Flint ch. 12 tv proceeding from Nov. 16 to Dec. 17; petition is otherwise denied. Announced Nov. 14.

Portland, Ore.—FCC, by memorandum opinion and order of Nov. 14, denied motion by **Mercury Bcstg. Co. Inc.,** requesting new hearing in proceeding on its applications to change trans. and studio locations of **KLIQ Portland** on 1290 kc, 1 kw D, install new trans. and change ant. system, and for renewal of license of KLIQ and application of **Robert E. Bollinger** for new am seeking same facilities in Portland. (Initial decision was issued March 12 looking toward grant of Bollinger application and denial of KLIQ applications.) Announced Nov. 14.

Irwin, Pa.—FCC by memorandum opinion and order of Nov. 8 modified its July 19 action in Irwin, Pa., ch. 4 comparative tv proceeding (which reopened record for purpose of noting fact of death of Irwin D. Wolf, incorporated that fact in record, closed record and ordered parties to file their exceptions to initial decision by Aug. 20) to allow **Television City Inc.,** to amend its application to show steps taken to replace Wolf in its organization, and reopened record for limited purpose of taking evidence to show those steps, and provided that parties shall have same opportunity of cross-examination and rebuttal as were heretofore available to them in Dockets 7287 *et al*; reopening of record is being ordered without prejudice to whatever further court action Commission might consider it desirable to take with respect to Court of Appeals decision in **Southland Television Co.** case. Proceeding involves applications for new tv stations on ch. 4 by Television City Inc., McKeesport, Pa.; **WCAE Inc.,** Wilkinsburg, Pa., **Matta Enterprises,** Braddock, Pa., and **Wespen Television Inc.,** and **Irwin Community Television Co.,** both Irwin, Pa., Chmn. McConnaughey dissented and issued statement; Comr. Craven abstained from voting. Announced Nov. 9.

Routine Roundup . . .

November 8 Decisions

Following were granted renewal of license on regular basis: **KWNA Winnemucca, Nev.; KNEV (FM) Reno, Nev.; WLIN (FM) Wausau, Wis.; KSPT Sandpoint, Idaho; KAFP Petaluma, Calif.; KALI Pasadena; KARM Fresno; KATY San Luis Obispo; KAVL Lancaster; KAVR Apple Valley; KBIF Fresno; KBIS Bakersfield; KBLA Burbank; KBMX Coalinga; KBUC Corona; KCAL Redlands; KCMJ Palm Springs; KCRA Sacramento; KCRE Crescent City; KCVR Lodi; KDAC Fort Bragg; KENL Arcata; KERN Bakersfield; KFBK Sacramento; KFRE Fresno; KFSG Los Angeles; KHJ Los Angeles; KMJ Fresno; KWIP Merced; KWKW Pasadena; KWSD Mount Shasta; KWSO Wasco, all Calif.**

November 8 Applications

ACCEPTED FOR FILING

Modification of Cp

KBAK-TV Bakersfield, Calif.—Seeks mod. of cp to extend completion date to 6-10-57.

WAAM (TV) Baltimore, Md.—Seeks mod. of cp to extend completion date to 6-5-57.

License to Cover Cp

KDLO-TV Florence, S. D.—Seeks license to cover cp which authorized new tv.

License to Cover Cp Amended

WYSR Franklin, Va.—Application seeking license to cover cp (which authorized new am) amended to change name to WYSR Inc.

RENEWAL OF LICENSE

KPAS Banning, KXXL Monterey, KVSM San Mateo, all Calif.

November 9 Decisions

ACTIONS ON MOTIONS

Revision of Rules—FCC on request of Communications Committee of Section of Administrative Law of American Bar Assn., filed Oct. 31, on Nov. 9 granted extension of time for filing comments in the matter of revision of Part 1

Continues on page 133

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RADIO

Help Wanted

Managerial

Immediate vacancy for assistant manager with guarantee of promotion to manager within year. Must have board experience and be willing to take air shift during indoctrination. Sales experience desirable. Vacancy is at one of a chain which will be expanded soon. Must have car. Prefer young, married announcer, or program director with several years air experience. Good starting salary with regular increases and incentive bonus. Reply by letter with audition, photograph and complete resume with references. Box 446C, B•T.

Station and sales manager for one kw independent in southwest. Salary and override in five figures for right man. Owner-manager retiring. Right man may buy interest in station if he desires. Must have man who can operate station and make profits. Give all pertient information, references, etc., in first letter. Southwest. Box 494C, B•T.

Station manager for number one station in top farm market in the east. Excellent facilities, five figure play plus other benefits in group operation. Must be strong in sales, aggressive, not afraid of work. Send full resume and photo. Box 501C, B•T.

WESTERN ELECTRIC AM TRANSMITTER

Model 105 C, 5 kw/1 kw. It is in operation, FCC licensed, modified for 892 tubes in final, water cooled, final; class B, R. F. drivers, high level modulated.

ALSO: 3 Monitor Contr. Co., Dbl. Throw, Dbl. Pole Type R. C. 5680 Relays, 110 Volt, 60 Cyc. Capacity, 15 amps.; 2000 ft. 7/8 inch Andrew Type 450 Rigid Transmission Line, Imp. 51.5 Ohms with end seals, 90° Elbows, Gassing Equip.; 2 W. E. Model 110 A Pgm. Lim. Amp.; 12 Misc. or T. T. Pre Amp., Rack Mount; 2 High Voltage Power Sup. for foregoing Pre Amp., Rack Mount; 1 Raytheon Mobile Receiver Transmitter Model VM 30-1 with Crystals for 153.17 Mcs. & Power Supply; 1 Rek-O-Kut Overhead Drive Recording Lathe; 1 VFB Line Corp. Model 100 Imp. Bridge; 1 Silver Model 900 Vac. Tube Volt O & D B Meter; 4 Johnson Rotary Inductors; 4 Johnson Edgewise Wound Hi Q Inductors; 1 Federal Field Intensity Meter Model 101 C, Complete with 3 Loop Antennas to cover 500 to 3600 KC in 3 steps; 2 Presto T. T., Model 10A, Modified for all 3 Speeds, 33⅓, 45, & 78 rpm.; 2 W. E. Playback Reproducers, Model 109 Complete as follows: 5A Tone Arms, 709 Arm Guards, 9A Pick ups Diamond Stylii, with Vertical & Lateral Same Head, Adapter Heads with Variable Reluc. Pick ups & Response Equalizer; 2 Am. Trans. Co., Filament Transformers Specs: Primary 105-230 Volts, Secondary 21.5 Volts c. t. Single Phase 880 Volt amps.; 3 Amertran Audio Reactors, Type W #29025, Type W. Spec. #29025 RMS. Test, 15 Kilovolts, Induced Test 7.5 Kilovolts at 180 Cyc., 7.5 Ohms D. C. 1 Henry D. C. Amps. 800; 2 Audio Reactors W. E. as used in Low Level Mod., 5 kw Xmtr., Model 104C & 105C; 2 Audax Microdyne Tone Arms Model D, 39H Complete with Audax Magnetic Pick ups 200 Ohm Imp. 1000 Cyc.; 1 Motor Generator, Specs: 110-220 Volt Brush Type 60 Cyc. Single Phase ½ H. P. Cont. Duty 1725 rpm., Generator 250 Volts d.c. 600 Amps.; 1 Presto Disc Recorder Model 8 N Overhead Lathe Cutter with Automatic Slope Control & Manual Slope Selector, Feed Screws, both Outside in and Inside Out, 112 Lines per inch, including Prec. Microscope.

ABOVE equipment available within three (3) weeks. Best offer takes it. Wire or write: WORZ, P. O. Box 1353, Orlando, Fla.

RADIO

Help Wanted—(Cont'd)

Managerial

Wanted: Hardselling radio station manager and radio commercial manager. Also television sales manager. Excellent opportunities and permanent. Aaron B. Robinson, The Dixie Network, P. O. Box 309, Jackson, Tenn.

Salesmen

Ideal opportunity for top-flight experienced salesman in major market with tremendous sales figures. Box 453C, B•T.

Outstanding sales opportunity for aggressive, young top-flight salesmen in top major Florida market. $100.00 guarantee or draw, which ever you prefer, plus 15% commission. This is a fast growing organization that wants only top-flight producers that will grow with us. Send all details to Box 457C, B•T.

Top-notch salesman for south Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 458C, B•T.

Sales territory open: Unusual opportunity is now available for an experienced salesman with radio and/or tv time selling experience. Locate Chicago—travel established midwest area for successful publisher—draw against commission. Start immediately. A good deal for the right man—with no ceiling on future earnings plus profit-sharing, hospitalization benefits, etc. Send full details, references in first letter. Box 500C, B•T.

Salesman for progressive one kilowatt daytime. Excellent market with no tv. Salary plus 15% with no limit on earnings. Phone or write full details. W. L. Murray, KCLN, Clinton, Iowa.

Salesman: The Twin-Cities only exclusive country-western station . . . desires one or two experienced radio salesmen. Present operation 5,000 watts, daytime. Planning fulltime operation soon. Rated among the top five stations in a nine station market. The twelveth market in the United States and the second largest in country-western music. Guarantee, plus commissions. Write complete information, plus photo to General Manager R. M. Lester, Jr., Radio Station KEVE, 917 Lilac Drive, Minneapolis, Minnesota.

Salesmen and salesmen-announcers wanted by new California kilowatt daytime independent. Commission and guarantee. KGEN, Tulare, California.

Salesman, immediate opening, experienced in local sales, northern California independent. Only stable persons need apply as we are fed up with floaters and boozers. KSDA, Redding, California.

Salesman, young, aggressive with some experience. Salary and commission. Resume to WJOY, Burlington, Vermont.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Need enterprising salesman for top station in market—fine opportunity in growing radio-tv corporation group—send photo and full details first letter. Walt Dennis, WTAC, Flint, Michigan.

Salesman, industrious and capable. Some announcing, optional. Airmail resume, tape, photo. Colorado Network, Montrose, Colorado.

Fulltime salesman, become commercial manager when proved, salary plus commissions $5,200 range, permanent. Ideal for hard working family man. Contact Peterson, WWGP, Sanford, N. C.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer-engineer. Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

$350 per month. 48 hour week. Married men only. Minimum 2 years experience. Send full details, tape and references to Box 343C, B•T.

1st class engineer-announcer. No experience necessary. Will train on job. Northeast. Immediate opening. Box 441C, B•T.

Immediate opening for announcer with minimum of one year commercial experience. Kilowatt daytimer in eastern market. 40 hour week, overtime pay, vacation and other benefits. Must have car. Must be willing to settle permanently in growing organization with excellent advancement opportunities. Starting wage up to $75.00 per week with regular increases at six month intervals. Send tape, resume, and photo. Not interested in recent graduates nor recent AFRS announcers. Box 445C, B•T.

Florida coast station needs good pop DJ. Send short tape of show, commercials, news. Tape not returnable. Box 459C, B•T.

Girl disc jockey, age 21 to 25, attractive with good voice. Send recent picture. Box 471C, B•T.

Announcer—family type, music, solid commercial, news. Southern New England. Send tape, resume, salary. Box 481C, B•T.

Combo man with first class ticket daytimer, routine maintenance, announcing. Box 483C, B•T.

Announcer ready for sales and programming; $90. South-southwestern location. Box 489C, B•T.

Versatile staff announcer for Pennsylvania daytimer. Adlib ability desirable—ability to control it a must. Pay higher than average. Submit 7½ tape with at least 2 commercials, news, chatter. Send recent photo and experience. Box 504C, B•T.

Need two staff announcers with first phone. Maintenance experience unnecessary. $100 per week bonus, sick leave, vacation, group hospital. Send tape, references, full information. Texas Gulf Coast. Box 506C, B•T.

Experienced announcer desiring sales opportunity, chance to advance. Interview required. Start $75.00. KBUD, Athens, Texas.

Announcer and announcer-salesman wanted by new California kilowatt daytime independent. Salary and commission. KGEN, Tulare, California.

Experienced announcer with first ticket. Starting salary $5,000.00 yearly. Must be qualified become chief engineer shortly with salary increase. Outstanding physical plant, city 12,000 with ownership community television system with closed circuit audio and video facilities. Desire young man under 35 with recommendations. Approximately 30 hours weekly announcing. Apply tape and letter, Owner, KLEA, Lovington, New Mexico.

Immediate Opening for experienced commerical announcer. Prefer man with midwest or western experience. Airmail all details to Personnel Director, KOA-Radio, Denver, Colorado.

Need good production-commercial announcer. Good pay. No beginners. George C. Shurden, WCLD, Cleveland, Miss.

Combo—announcer with first class ticket, car. Foreign language pronounciation, music background, ability to type, write script, copy, knowledge of news and good music format essential. Opportunity to learn stereophonic tape recording, editing systems. Some talent available. Send spliced audition tape, resume to: Program Director, WCRB, Boston 54, Mass.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Immediate opening for announcer with first class ticket for 1000 watt midwest station. Night shift, 5 p.m. to midnight. Good salary and excellent working conditions. Drifters and unsettled people need not apply. Contact Manager, Radio Station WITY, Danville, Illinois, phone 1312.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

RADIO

Help Wanted—(Cont'd)

Announcers

Experienced announcer-disc jockey needed at once. Prefer man with on-camera commercial television experience. Personal interview necessary. Send tape, photo, and resume including salary qualifications to: Charles Renwick, Program Director, WKNX Radio, Saginaw, Michigan.

Negro stations WOKJ—Jackson, Miss.—KOKY—Little Rock, Ark.—have openings for experienced r & b and religious announcers. Must be real showmen—fast readers—board operators. Send tape—record education, experience—photograph. John McLendon—Ebony Radio—Box 2667, Jackson, Miss.

We need an ambitious deejay. He must operate board, deliver good news and have mature approach. The man we accept will be in on ground floor of a growing and alert organization. Married man preferred. Only experienced reply with tape and background to: Program Director, WPON, Pontiac, Michigan.

Wanted: Announcer-race, hillbilly, pop—40 hours. All high school sports—plus basketball, baseball Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

Personality pop disc man needed immediately for drive-in remote record show. One-half of a two man team for 5½-hour nightly show. Must be able to work with live audience. Minimum of regular staff work. Good salary. No floaters. Send background, photograph and audition to: Bob Bower, Program Director, Radio Station WTIP Charleston, West Virginia.

Top network station in southeast with strong personalities, need staff announcer with some experience. Expanding multi-station organization with excellent opportunity for growth. Send tape and resume. P. O. No. 5187, Jacksonville, Florida.

RADIO

Help Wanted—(Cont'd)

Announcer

We're expanding . . . top pay for hot shot personality DJ's preferably with show biz or musical background. Storz Stations top rated in Omaha, Kansas City, Miami, New Orleans and Minneapolis. Air tape and resume to Todd Storz—Kilpatrick Building, Omaha, Nebr.

Announcer who wants to make money with opportunity for advancement to replace man drafted who was averaging $8,000.00 year in combination board work and sales. This man will take over hour daily car dealer show plus billing. Must be able to do a good job ad-libbing on this and other hillbilly shows plus good job on sales. Board schedule will leave plenty of time for sales. Good basic hourly rate plus unusually good commission arrangement. Must have car, be sober, settled, steady no floaters. Send tape and complete resume including each job held, starting and ending date and pay. Apply Millar Broadcasting Stations, Drawer 620, Cullman, Alabama.

Announcer-salesman. Wonderful opportunities. Shield Radio-TV Personnel, Box 630, Palm Beach, Florida.

Announcers wanted. Send tape, resume, references. Shield Radio-TV Personnel, Box 630, Palm Beach, Florida.

Technical

Chief engineer. Capable of taking complete charge of medium market midwestern kilowatt am and uhf-tv. Only interested in man looking for permanent position. Send complete qualifications, salary requirements and photo. Box 366C, B•T.

Assistant to technical operating manager 50,000 watt station with small electronic development laboratory attached. . Unusual opportunity for young technical man with practical broadcasting experience and knowledge of electronic circuits with talent for experimenting. Location small seashore town near Boston, congenial living condition, good salary and rapid advancement to man properly qualified. Give details, education and experience first letter. Box 421C, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer to supervise construction and operation of low power station in west. Box 465C, B•T.

First phone—immediate opening Chicago metropolitan area station. Fulltime permanent excellent pay. Full particulars with first letter. Box 474C, B•T.

Wanted: Engineer with first class license. Excellent working conditions. Paid vacation. Announcing not necessary but chance for combo work if interested. Send full details to Roy Judge, KWSH, Wewoka, Oklahoma.

Wanted immediately, first class transmitter engineer for regional daytime. No announcing. Excellent opportunity. Car necessary. Contact W. L. Murray, KCLN, Clinton, Iowa.

Wanted: combo 1st phone, top pay, daytime station. Send tape and picture to WBKV, West Bend, Wisconsin.

Wanted: Operator with 1st phone for transmitter. Western Pennsylvania. State experience. Write WCED, DuBois, Pennsylvania.

WFNC, Fayetteville, North Carolina, needs first class operator. Write giving experience and references. Good hours, New equipment. Opportunity to work with multiplexing.

Chief engineer, WINZ, Miami. Must be fully qualified to operate 50kw with directional array. Send complete resume to Rex Rand.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted: Chief engineer, WVOS, Liberty, N. Y. Call collect.

Transmitter engineers for either radio or tv operation with fast growing chain. Contact Tim Crow, Rollins Broadcasting & Telecasting, 414 French Street, Wilmington, Delaware.

New station opening Anna, Illinois. First class engineer—combination announcer. Prefer some installation experience. Anna Broadcasting Company, Post Office Box 450, Paducah, Kentucky.

NATIONAL HAS THE JOBS

8 RADIO-TV ANNOUNCERS NEEDED

New Radio-TV station in the Southeast paying $100. per week PLUS Talent Fees, needs Announcers – any age – with 2 to 5 years experience. Excellent opportunity. Need is immediate. Register with National today.

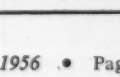
TV PRODUCTION PEOPLE

Several excellent jobs in various sections of the country for people with limited experience in varied phases of TV Production work–camera, floor, film, traffic, direction. Register now for the top TV job.

FIRST TICKET ENGINEERS . . . ALL SECTIONS.

Personnel and job requests are still pouring in from ALL sections of the country. List NOW with National for the job OR person you've been looking for! Write, wire or phone M. E. Stone, Manager, today for complete information. NATIONAL HAS THE PEOPLE AND THE JOBS.

National Radio & Television Employment Service



5th FLOOR • 1627 "K" STREET, N. W. • WASHINGTON, D. C. • TELEPHONE RE 7-0343

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

News director—challenging local news job open in active small market. Kilowatt independent. Newsman with excellent background wanted. Experienced, aggressiveness and maturity prerequisites. Box 318C, B•T.

Program director—outstanding kilowatt indie with top rating and excellent staff in 20,000 single station market seeking family man with comprehensive PD experience. Administrative and creative ability paramount. Box 319C, B•T.

Opportunity in Southern California. Old established station needs traffic manager, preferably female, with some bookkeeping knowledge or willing to learn. Good living and wonderful environment. Submit photograph, details and minimum salary expected. Box 496C, B•T.

Newsman-announcer. Gather, write and air local news. Some general staff announcing. Newspaper affiliated independent station in town of 13,000. Illinois. Send tape, photo and sample of news stories, along with other pertinent data. Box 505C, B•T.

Fulltime local newsman to gather and air news on new California kilowatt daytime independent. Salary and car allowance. KGEN, Tulare, California.

Immediate opening for experience newsman qualified in reporting, writing, and editing. No air-work. Prefer man with midwest or western experience. Airmail complete details to Personnel Director, KOA-Radio, Denver.

Southwest, 50,000 watt CBS outlet needs competent newscaster who can qualify as reporter, writer and editor. Send audition tape with complete background and snapshot in first reply to KWKH, Shreveport, Louisiana.

Top Hooper rated negro station—WOKJ—Jackson, Miss.—has immediate opening for white program director/assistant manager to supervise personnel-production-traffic-copy. Salary commensurate with ability and experience. Excellent chance for advancement with progressive organization. Send resume—photograph to John McLendon, Box 2667, Jackson, Miss.

RADIO

Situations Wanted

Managerial

Sales manager available—top billing personal sales record; detailed administrative experience five man sales staff; proof of quality-ability. A proven man now employed seeking greater potential. Confidential exchange. Box 209C, B•T.

Manager: Sales and administrative background, college, educated, presently 5 figure earnings, good reference, age 31. Box 403C, B•T.

Successful 36-year old radio station operator desires new location in 1957. Civic-minded, manage, sell, announce, work and make money. All offers confidential. Box 443C, B•T.

Homesick rebel seeking managerial opportunity Florida, Virginia, Carolinas. Successful ten year record sales and programming smaller and large markets. Consider any offer. Box 469C, B•T.

Sales manager/manager: High total local/national personal sales record four major markets, fifteen years. Factual details, administrative and sales ability, substantiated, on your desk—your request. Now employed. Confidential. Box 508C, B•T.

Janitor, chief cook, bottle washer, copywriter, announcer, play-by-play, personnel director, public relations expert and salesman—sometimes called a station manager. Visions of ownership diminished by protest of scared opposition—now broke (in money—not spirit)—motherly type—college graduate—age 31—married—seeking opportunity with progressive outlet—radio and tv. C. Jim Murphy—defunct Confederate Radio Company, Box 427, West Point, Georgia.

Announcers

Experienced announcer. Married—knows music. Excellent newscaster, good DJ. One year at present station. Desire to relocate. Box 221C, B•T.

Women, announcer, commentator, experienced, preferably Pittsburgh or tri-state area. Box 456C, B•T.

Disc jockey, tv emcee currently employed one of top ten markets. Married. Consider base and talent total $175 or better. Box 468C, B•T.

For tops in copy . . . disc jockey . . . this idea gal's great. Hire me now! Why wait? I'll make your station come on top . . . sponsors bids will never stop. Box 478C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Basketball sportscaster, excellent, authoritative, play-by-play sports, available for season. Wants sports-minded midwest, northeast station, sports-directorship or sports combination. College graduate, 25, vet, married, experience. Now $450 sports-sales, medium market. Box 479C, B•T.

DJ with 6 years and 1st phone. Presently employed. Proven results with morning and afternoon shows. Excellent references including sponsors. Stations with turnover need not apply. Available customary notice. Box 482C, B•T.

Married announcer . . . 4½ years radio-tv, college, presently employed, wishes to relocate . . . available December . . . planned late-night show with good music, news, weather, sports, available if desired . . . relaxed . . . permanent. Box 484C, B•T.

Announcer-producer. Age 32. Married. Two children. 14 years experience with top rated stations. Excellent commercial and newsman. Box 486C, B•T.

Announcer, two years experience, mature, good voice. Box 487C, B•T.

Need experienced sportscaster-staff announcer? Contact me! Family. Permanent. References. Box 488C, B•T.

Announcer, pop deejay, four years experience, at present employed, thorough knowledge of music, good commercials, news, sports. Desires position New York, New Jersey, Pennsylvania or New England. Box 499C, B•T.

Announcer-salesman. Broadcasting school grad, vet., tape. 131 Marcellus Rd., Mineola, L. I., N. Y.

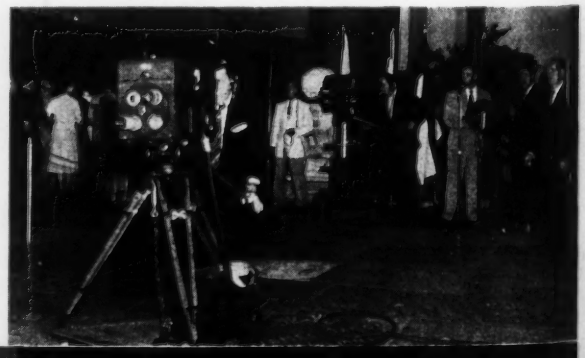
Announcer, employed, thousand watt station. Six months experience, desires steady position. Broadcasting school graduate. Resume, tape, single, will travel. Experience more important than salary. Morris Rosen, 549 Newton Ave., Camden 3, New Jersey. EMerson 5-0758.

Technical

Florida . . . 7 years chief engineer-announcer. Proven record engineering and announcing. Want stable operation. All replies considered. Box 470C, B•T.

TELEVISION PRODUCTION EXPERIENCED

NORTHWEST STUDENTS DO RECENT, LIVE REMOTE TELECASTS FROM HOLLYWOOD GRAUMAN'S CHINESE THEATER, PREMIER SHOWING OF ALFRED HITCHCOCK'S SMASH HIT—"THE MAN WHO KNEW TOO MUCH", COVERING ARRIVAL OF CELEBRITIES.



ALL NORTHWEST STUDENTS RECEIVE PRACTICAL TRAINING LIKE THIS UNDER DIRECTION OF PROFESSIONALS IN COMMERCIAL TV, ASSURING YOU OF TOP PEOPLE, EXPERIENCED IN OVERCOMING EVERYDAY TELECASTING PROBLEMS. CONTACT JOHN BIRREL, EMPLOYMENT COUNSELOR.

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer—19 years licensed and excellent references. Box 472C, B•T.

Engineer, first phone, second telegraph, nine years experience staff and chief. Resume on request. Box 502C, B•T.

Chief engineer-salesman, limited announcing. Available immediately. Highest character and technical references. Write or phone Bill Alford, 495 Guava Street, Bartow, Florida.

Programming-Production, Others

Eleven years solid experience 4A agency-network-broadway. Mature family man seeks association with challenging future. Excellent references. All replies confidential. Box 477C, B•T.

Radio-tv ad agency experience rounded in all phases—timebuying, production, budgets, traffic—can lead as well as follow. Assist progressive agency executive and/or station. Good contacts N. Y. C.-Washington, D. C. Box 498C, B•T.

Big ten university graduate, radio-tv, desires position in northwest United States. Prefer radio or tv news, tv production. News and broadcast audio technician experience. Trained in other phases. Married. William Lewis, 23616 US 99, Edmonds, Washington.

ADVERTISING AGENCY

Situations Wanted

Time Buyers

Radio-tv ad agency experience rounded in all phases—timebuying, production, budgets, traffic—can lead as well as follow. Assist progressive agency executive and/or station. Good contacts N. Y. C.-Washington, D. C. Box 498C, B•T.

TELEVISION

Help Wanted

Staff being recruited for new vhf station in major Texas market. Box 278C, B•T.

Salesmen

Our well-known company, due to expansion has two territories open: South (includes Georgia, Alabama and South Carolina). Midwest (includes Ohio, Indiana, Michigan). We require previous sales experience. Liberal drawing account and commissions should reward right men with minimum of $20,000 per year. Our present sales staff are informed of this ad. All answers strictly confidential. Send complete resume to: Richard Ullman, Inc., 295 Delaware Avenue, Buffalo, New York.

Salesman—terrific opportunity for experienced television salesman in Iowa's top market. Excellent guarantee against 10% commission. Send resume and photo. Box 475C, B•T.

Announcers

Need qualified staff announcer. Prefer southwesterner or midwesterner. Would consider experienced radio announcer seeking opportunity with permanence and excellent living conditions. Complete details should include picture, tape, minimum salary. Manager, KSWS, Radio and TV, Roswell, New Mexico.

Technical

Excellent opportunity for two tv transmitter engineers with Texas station. Box 279C, B•T.

Assistant chief engineer needed by Texas vhf station. Box 281C, B•T.

Television engineers needed for established southeastern full power vhf station. Tv graduates or electronic-minded individuals. Please apply giving resume. First phone required. Box 467C, B•T.

Growing station in expanding market needs studio engineer with previous experience who desires position involving operation, construction and maintenance. Vhf channel 2, brand new equipment. Maximum power January 1st. Top pay. Contact Grant French, KOOK-TV, Billings, Montana.

TELEVISION

Help Wanted—(Cont'd)

Technical

Studio technician—must be resident course graduate of recognized technical school. Prefer man with previous broadcast experience. FCC first class radio-telephone licensed required. Camera pushers and producers need not apply. Send resume with recent photo to Chief Engineer, WTVN-TV, 753 Harmon Ave., Columbus, Ohio.

Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXEX-TV, Petersburg, Virginia.

Programming-Production, Others

Tv production director for Texas station. Box 280C, B•T.

Film director, experienced, to head two man department for midwest vhf. Must be able to handle booking and other administrative duties as well as editing. 16mm camera experience desirable but not required. State qualifications, salary requirement, and date of availability in first letter. Box 400C, B•T.

News director—midwest NBC-TV affiliate capable of directing local news staff. Open effective immediately. Send photo, disc, and resume. Box 407C, B•T.

Situations Wanted

Technical

Chief engineer, 15 years, 5 kw, am, directional, tv. Box 497C, B•T.

Programming-Production, Others

Newscaster and professional master of ceremonies. Experienced, well educated and recommended. Talent; not combo or disc jockey. Box 284C, B•T.

Girl Friday desires assistant directorship to write, produce, direct. Two years tv fundamentals. On-camera experience. Age 21. College background. Further details, references, snapshot on request. Box 365C, B•T.

Production director, 3 years experience in live programming. Also booth and on-camera. Northeast preferred. Box 473C, B•T.

Producer, 13 years experience educational and documentary films and radio, national awards. Capable in scheduling, budgeting, supervising creative and technical personnel. Seeking growth opportunity with network or major station. Now located in Chicago, available January. Box 503C, B•T.

FOR SALE

Stations

For sale: Kilowatt am in northwest college town. Full price $50,000.00, ½ down, ½ terms. Write 234C, B•T.

Northeast single station market, $36,000—half cash. Must sell quick. Box 333C, B•T.

FOR SALE

Stations

Florida coast, dynamic market, good facility, wonderful living. Substantial down payment with long terms or balance. Box 490C, B•T.

Southwestern small market station, priced $35,000 total, terms to responsible purchasers. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Two small market stations, each priced at or near costs. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Listing NX. Beautiful college city. Ideal diversified single-station market. Senior non-sectarian college, enrollment exceeding 2,000. Plus two private schools, same city. Plus active military installation. Year-round mild climate. Dude-ranches and all that, old chap. Stimulating cultural environment for owner-operator and family. $27,500 total. Ralph Erwin. Broker. No information by phone.

Listing TD. Market 70,000. Industrialized. Plus huge military installation. Aggressive community, major manufacturing plants, five railroads, virtually unlimited water supply. Southwest. Clean, medium-city environment. Active retail center, large area. $40,000 total. Ralph Erwin. Broker, 1443 South Trenton. Tulsa. No information by phone.

VHF Television. Deluxe VHF facility available. Metropolitan cosmopolitan market. Single-station. Details available to qualified and responsible principals, upon written request. Ralph Erwin. Broker.

The Norman Company. 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

Complete fm station, $2,495.00. GE BT-1A 250 watt transmitter, frequency monitor, single ring antenna, 350' ⅞ coax on spool. Box 411C, B•T.

Sale—1kw WE fm transmitter. Excellent condition. Orginal cost over $4000. Will take $2,400 or best offer. Box 476C, B•T.

Will trade Hammond electric organ, console model CV with separate DR-20 speaker in A number one condition for studio equipment. Need two three-speed turntables and some type of console. Will sell organ if desired. Phone or write M. E. Danbom, KTBB, Tyler, Texas.

2 complete RCA field camera chains including cable and switcher. We purchased for closed circuit programs prior to hearing which we lost. Practically brand new. Will sell for 75% of cost. Contact Bill Antony, KWKH, Shreveport, La.

Microwave relay, Raytheon KTR-100, including transmitter and control unit, receiver and control unit, two 4' dishes, 15 mile attenuator, tripod and friction head, 10-hat. Also RCA TM6-B monitor with field case. All in excellent working condition. Write to: E. W. Berger, KXOA, P. O. 3094, Sacramento 15, Calif.

TOP DISC JOCKEYS
for
McLENDON STATIONS

Want to work for America's most progressive music and news stations? There are limited openings at KLIF Dallas, KTSA San Antonio, and KELP El Paso—all by far number one in every rating in their city. If you're good, with a different style or gimmicks, airmail your audition to:

GORDON McLENDON
2104 Jackson Street
Dallas, Texas

FOR SALE

Equipment

512 foot Stainless heavy duty guyed tower, A-4 lighting. RCA TFU-21BLS Channel 25 antenna, 500 feet 3⅛ uhf transmission line. Perfect condition. Sell as group or individually. R. D. Lambert, Jr., WCOS, Columbia, S. C.

RCA phasor and antenna terminal equipment for three tower directional array. Available about January 1, 1957. RCA-WA-3A grating generator, composite genlock. Make offer. WHIO-TV, Dayton, Ohio.

Telechrome color tv broadcast equipment, used, in excellent condition, color bar generator, colorplexer and associated equipment mounted on two racks. For detailed information write: Ronald Plambeck, 5016 Wolfram Street, Chicago, Ill.

WANTED TO BUY

Stations

New station to be erected. Wanted engineer with capital to become partial owner. West Virginia market. Box 326C, B•T.

Desire to purchase small single station in southeast or far west. Station owner. Box 442C, B•T.

Aggressive sales team interested in lease arrangement with option to buy New England station. Box 493C, B•T.

Private, discreet service for owners of quality stations. Texas, Colorado, Kansas, Louisiana, Missouri, Arkansas, Oklahoma. Ralph Erwin. Broker, 1443 South Trenton. Tulsa.

Equipment

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether crated, condition. Box 261C, B•T.

Wanted: 5 kw transmitter and auxiliary equipment. Also 300 foot tower. Box 327C, B•T.

Ampex 450 tape play-back unit or other make 8 hour play-back machines. Box 466C, B•T.

Wanted: Tower. 550 to 1000 feet, Channel 6 antenna, 40 to 100kw transmitter. Roy E. Giles, WRIS, Roanoke, Virginia.

Wanted: 1 to 2 kw fm transmitter. Write details and price to P. O. Box 33, Bogota, N. J.

Miscellaneous

Weimaraners for sale. Beautiful silver-grey puppies, whelped October 1. Sire: Udo von der Haraska, imported. Dam: Grafmar's Rachompense, with championship blood lines. A.K.C. Hunt, show, companion. Pedigree on request. Contact Dave Partridge, Westinghouse Broadcasting, 112 East 42nd, New York City. MUrrayhill 7-0808.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Salesmen

RADIO TIME SALESMEN

Two experienced radio time salesmen wanted for 30 counties in central Illinois and metropolitan Peoria. Liberal drawing account against commission to qualified experienced men with automobile. If you are a floater, drunkard, check artist and otherwise undependable do not apply. Contact John R. Livingston, WPEO, Inc., Peoria. Phone 4-9249.

RADIO

Help Wanted—(Cont'd)

Salesmen

Sales Engineers

Broadcast equipment manufacturer has openings for sales engineers to travel and call on radio stations in the following territories.

Southern California
Texas
Midwest

Technical radio background is essential, possibly as chief engineer of AM station. These are permanent positions with a future in a growing company. Please send complete details to

Box 492C, B•T

IDEAL OPPORTUNITY

For top-flight salesmen, who want a salaried position, plus commissions in one of the fastest growing markets in the United States. We need and want only the best. Our need is brought about by the tremendous growth of this city and market. You will find our community offers ideal living conditions, and your only financial limitation will be your ability. This is a chance of a lifetime.

Write, wire or call

Earl Boyles
Exec. V.P. & Gen. Mgr.
WLEX-AM-TV
Lexington, Kentucky

Technical

ENJOY THE ADVANTAGES OF A SMALL MIDWEST CITY

Immediate openings for engineers with experience in any of these fields:

Audio
TV or High Frequency
AM Broadcast Transmitters
Communications
Mechanical
Standard—Numbering Systems
Technical Writing

Give your family a break. Get away from the traffic and rush. Advancement. Complete employee benefits. Send details and photo to Personnel Director.

GATES RADIO COMPANY
QUINCY, ILL.

RADIO

Help Wanted—(Cont'd)

Announcers

ANNOUNCER

We need a young character with a deep southern or different accent to form part of early morning radio team. Wonderful opportunity and possible work in sister TV station. $350 monthly to start. Rush letter and tape to

Box 509C, B•T

COMBINATION RADIO-TV ANNOUNCERS

Here is fine opportunity for several top-flight commercial announcers to join a leading Radio and Television operation in one of the fastest growing communities in the United States. We are looking for experienced men, not beginners, who can work into our operation. These openings have been brought about by expansion of our present program. Above average salary, fine living conditions in the heart of the Blue Grass Country. If you are a top announcer interested in both radio and television, then here is an outstanding opportunity. Send your best tape, full resume, picture, and complete background to

Earl Boyles
Exec. V. P. & Gen. Mgr.
WLEX-AM-TV
Lexington, Kentucky

Programming-Production, Others

PROGRAM DIRECTOR WANTED

An overseas English language 20,000 watt commercial radio station requires an experienced Program Director. Applications, which will be treated in strictest confidence, are desired only from candidates who are interested in a permanent appointment abroad in congenial living and working conditions. Housing and home leave provided. Write giving full details personal particulars, experience and present salary.

Box 485C, B•T

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

SALES PROMOTION MANAGER BROADCAST EQUIPMENT

Newly created position with leading broadcast equipment manufacturer offers an unusual opportunity for a creative individual. Should be familiar with all phases of sales promotion, including sales aids, direct mail, product story development, convention displays, etc. Familiarity with broadcast equipment seems essential. Good salary and ideal living conditions in Midwest community. All replies will be handled confidentially. Please send complete details to

Box 491C, B•T

TELEVISION

Situations Wanted

Managerial

TV PROGRAM MANAGER

6 years experience in administration, production, film buying, and sales servicing all clients. Top references. Write Box 495C, B•T

VHF Manager or Commercial Mgr.

Young, but mature family man, now VHF Sales Manager in major market. Has excellent personal reasons for seeking a greater challenge. Excellent sales record. Well rounded experience in all management responsibilities together with university education. Four years in east, important sales position. He is interested in commercial management of larger market station or management in smaller market. Box 507C, B•T

FOR SALE

RARE BUSINESS OPPORTUNITY

Wish to dispose of business manufacturing portable radio studios as I must devote fulltime to station management. Will assign all ownership and manufacturing rights and inventory for under $3,000. Real opportunity for person with promotional ability. E. C. Stangland, Manager, KBRK, Brookings, S. D.

Equipment

TOWERS
RADIO—TELEVISION
Antennas - Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—Fifth Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary. All Classes
Over 1700 Successful Students

Continues from page 126

of the rules (Docket 11846) from Nov. 15 to Dec. 17.

By Chief Hearing Examiner James D. Cunningham

Wayne Broadcasting Co., Jesup, Ga.—Denied petition of Wayne Broadcasting for dismissal without prejudice of its am application; granted motion of **Altamaha Bcstg. Co., Jesup,** for dismissal with prejudice said application and application of Wayne Broadcasting Co. is dismissed with prejudice. Action Nov. 6.

KOLS Pryor, Okla.—Granted petition to extent that it seeks intervention in proceeding on am application of **Claremore Broadcasting Co.,** Claremore, Okla., and petitioner is named party to proceeding in capacity of intervenor. Action Nov. 6.

Victoria, Tex.—Because of illness of examiner assigned to preside in ch. 19 proceeding, Victoria (**Victoria Television Co.** and **Alkek Television Co.**), ordered that prehearing conference and formal hearing scheduled, respectively, for Nov. 9 and Nov. 13, are continued to dates which will be specified in subsequent order. Action Nov. 7.

Babylon, N. Y.—Because of illness of examiner assigned to preside in proceeding on am application of **WGLI Inc.,** Babylon, ordered that hearing in matter, scheduled for Nov. 9, is continued to date which will be specified in subsequent order. Action Nov. 7.

By Hearing Examiner H. Gifford Irion

Holiday Isles Broadcasting Co., St. Petersburg Beach, Fla.; Polly B. Hughes, Tampa, Fla.—On joint oral request, and without objection by Broadcast Bureau, ordered that prior statement on record for closing record as of Nov. 8. is rescinded and hearing will reconvene on Nov. 16. Action Nov. 8.

By Chief Hearing Examiner James D. Cunningham

Flint, Mich—Ordered that oral argument on petition of **Lake Huron Broadcasting Corp.,** Saginaw, Mich., for intervention in ch. 12 proceeding, Flint (**WJR, The Goodwill Station Inc.** *et al*), will be held at 9:30 a.m., Nov. 13. Action Nov 9.

November 9 Applications

ACCEPTED FOR FILING

License to Cover Cp Amended

KUON-TV Lincoln, Neb.—Application seeking license to cover cp (which authorized new tv and modified by Report & Order effective Nov. 7 converting station to non-commercial educational tv) amended to change name to U. of Nebraska.

RENEWAL OF SCA

KRKD-FM Los Angeles.

REMOTE CONTROL

WWWF Fayette, Ala.

November 14 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Musser Bcstg. Co., Elizabethtown, Pa.—Granted petition to extent that it seeks dismissal of its am application and denied in other respects. Action Nov. 8.

Flint, Mich.—Ordered that oral argument on petition of **Lake Huron Bcstg. Corp.,** Saginaw, Mich., for intervention in ch. 12 proceeding, Flint (**WJR, The Goodwill Station Inc.,** *et al.*), will be held at 9:30 a.m., Nov. 13. Action Nov. 9.

By Hearing Examiner Thomas H. Donahue

Lakeland, Fla.—Ordered that prehearing conference will be held Nov. 14, in proceeding on am applications of **Polk Radio Inc.,** Lakeland, Action Nov. 9.

By Hearing Examiner Jay A. Kyle

Orlando, Fla.—Ordered that prehearing conference will be held Dec. 7, and hearing scheduled for Jan. 8, is set for Jan. 7, in proceeding on am applications of **Radio Orlando** and **Orlando Radio & Television Broadcasting Corp.,** Orlando. Action Nov. 13.

By Hearing Examiner Herbert Sharfman

Milford, Conn.—Granted motion for continuance filed by **James W. Miller,** Milford, in proceeding on his am application and ordered that date for exchange of data among engineers is extended from Nov. 12 to Dec. 3; date for informal engineering conference is continued from Nov. 16 to no later than Dec. 10; date for exchange of affirmative written cases is extended from Dec. 3 to Dec. 21; date for further conference continued from Dec. 10 to Jan. 7, and date for beginning of evidentiary hearing is continued from Jan. 8 to Jan. 29. Action Nov. 9.

Ch. 16 of Rhode Island Inc., Providence, R. I.—By memorandum opinion and order, denied Oct. 22 motion for further hearing in proceeding on application of **Cherry & Webb Bcstg. Co.,** Providence (ch. 12). Action Nov. 9.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of November 9

WCGA Calhoun, Ga.—Granted authority to operate trans. by remote control.

KART Jerome, Idaho—Granted license for am station.

WJOE Ward Ridge, Fla.—Granted license for am station.

KELO Sioux Falls, S. Dak.—Granted mod. of cp to make changes in new tower.

Following were granted extensions of completion dates as shown: **WAAM (TV) Baltimore, Md.** (aux. ant.), to 6-5-57; **WBRE-TV Wilkes-Barre, Pa.,** to 5-1-57; **KFXJ-TV, Montrose, Colo.,** to 2-1-57; **WNEM-TV Bay City, Mich.,** to 1-15-57; **KGUL-TV Galveston, Tex.** (aux. trans. & ant.), to 12-31; **WHEN-TV Syracuse, N. Y.,** to 4-1-57; **KMOT Minot, N. Dak.,** to 5-5-57.

Actions of November 8

KFMA Davenport, Iowa—Granted license covering increase power, change studio location, install. of new trans. and operate trans. by remote control.

WKRG-TV Mobile, Ala.—Granted cp to change studio and trans. locations, make ant. and other equipment changes.

WWVR Terre Haute, Ind.—Granted mod. of cp to change studio location and operate trans. by remote control.

WWWF Fayette, Ala.—Granted authority to operate trans. by remote control.

Following were granted extensions of completion dates as shown: **KLRJ-TV Henderson, Nev.,** to 6-3-57; **KMMT Austin, Minn.,** to 4-20-57.

Actions of November 7

KWBR Oakland, Calif.—Granted cp to change ant.-trans. location, make changes in ant. (increase height) and ground system, operate trans. by remote control, and install new trans.

KBHM Branson, Mo.—Granted extension of completion date to 12-1.

Actions of November 5

WTUC Union City, Tenn.—Granted license for am station.

KUVR Holdrege, Neb.—Granted license for am station.

Following were granted extensions of completion dates as shown: **WVET Rochester, N. Y.,** to 2-19-57, conditions; **WRME Indialantic-Melbourne, Fla.,** to 1-3-57.

Actions of November 2

WTJU Charlottesville, Va.—Granted authority to operate trans. by remote control.

November 14 Applications

ACCEPTED FOR FILING

Modification of Cp

KPOO San Francisco, Calif.—Seeks mod. of cp (which authorized new am) to extend completion date.

WHFI (FM) W. Paterson, N. J.—Seeks mod. of cp (which authorized new fm) to extend completion date.

KERO-TV Bakersfield, Calif.—Seeks mod. of cp to extend completion date to 3-15-57.

WJBK-TV Detroit, Mich.—Seeks mod. of cp (which authorized maintain ant. facilities authorized in STA of 4-25-56 as aux. ant.) to extend completion date to 5-14-57.

WISE-TV Asheville, N. C.—Seeks mod. of cp to extend completion date to 6-29-57.

WFMB-TV Fayetteville, N. C.—Seeks mod. of cp (which authorized new tv) to extend completion date to 3-21-57.

WIMA-TV Lima, Ohio—Seeks mod. of cp to extend completion date to 6-6-57.

WHIZ-TV Zanesville, Ohio—Seeks mod. of cp to extend completion date.

WHP-TV Harrisburg, Pa.—Seeks mod. of cp to extend completion date to 6-6-57.

WITI-TV Whitefish Bay, Wis.—Seeks mod. of cp to extend completion date to 5-29-57.

WKEN Dover, Del.—Seeks mod. of cp (which authorized new am) to extend completion date.

WGCS Green Cove Springs, Fla.—Seeks mod. of cp (which authorized new am) to extend completion date.

WIVV Vieques, P. R.—Seeks mod. of cp (which authorized new am) to extend completion date.

License to Cover Cp

WOW-TV Omaha, Neb.—Seeks license to cover cp which authorized change facilities of existing tv.

WAAT Newark, N. J.—Seeks license to cover cp which authorized changes in DA-N pattern.

WEAW Evanston, Ill.—Seeks license to cover cp which authorized increase power and make changes in DA system.

REMOTE CONTROL

KVNA Flagstaff, Ariz.; WJBD Salem, Ill.; WCGA Calhoun, Ga.; WRVA-FM Richmond, Va. (change location).

RENEWAL OF LICENSE

KRKD Los Angeles, KITO San Bernardino, KSAN San Francisco, all **Calif.**

UPCOMING

Nov. 26: NBC Radio-Affiliates meeting, San Francisco.

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

Nov. 28-30: Sigma Delta Chi national convention, Louisville.

Nov. 29: Advertising Research Foundation, 2d annual conference, Hotel Ambassador, New York.

Nov. 29-Dec. 1: Florida Assn. of Broadcasters, Langford Hotel, Winter Park.

JANUARY

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.

Promotions Are in Order

THE agenda of the annual convention of the Radio-Television News Directors Assn. last week was a clear manifestation of a basic weakness in contemporary radio and television.

The weakness is that at most networks and stations the news directors are second-class citizens. Collectively, therefore, they do not command the respect accorded a first-class organization.

Consider last week's agenda for the RTNDA's big meeting of 1956. There were workshop sessions which were necessary and valuable, and there were speeches from knowledgeable figures in broadcasting. But for the special speakers outside broadcasting, whose presence did the news directors command? A representative of the Canadian Tourists Assn., the assistant director of the Turkish Information Office, and the Washington director of the British Information Service.

However articulate and capable those gentlemen, none could speak with authority for none is above the functionary level in his government. No disrespect to any of them is intended when we say that they appeared in Milwaukee last week because RTNDA was unable to attract representatives from higher echelons in our own or other governments.

Last week would have been a good one for radio and television news executives to hear from government leaders. We imagine many of the RTNDA delegates wished to hear about the Middle East and Central Europe from officials in a position to know the policies involved.

The mediocrity of the RTNDA agenda last week was not the fault of the RTNDA or its members. It was the fault of a system, which, in most cases, does not put the news director on the executive level where he belongs. At too many stations the news director is in a subordinate position. Outranked by others, he appears as a supplicant instead of an executive with a voice in managerial councils. As long as that situation persists, news will never develop to its full maturity in radio and television.

That both radio and tv have already grown into major news media can be attributed to their vast technical advantages over older methods of communications and to the earnest work of able newsmen operating under the handicap of inadequate recognition. How much greater they will grow as their technical superiority is put to wider use under the skilled, professional direction of management-level news directors!

The time must come when the news director occupies a position at least equal to that of the editor of a newspaper and the news directors association enjoys the standing of a professional society respected both within and outside broadcasting.

This will come about only by action of ownership and top management. At the very top an effort must be made to seek out and develop newsmen with the judgment and professional ability to deserve executive status. Given that status, the news directors will immeasurably enhance the service of U. S. broadcasting, which even now is far superior to that of any other nation.

The Middle Road

BEN DUFFY, a perceptive man, probed a particularly sensitive spot when, in addressing the Radio & Television Executives Society last week, he called for agency re-entry into program production on a substantial scale.

Mr. Duffy commands respect both as the president of BBDO and as Ben Duffy. We were heartened, therefore, to note that his views on this currently delicate subject took a moderate tone. If they may be summarized in a sentence, it is this: For the sake of both the public and the advertisers, and ultimately for the sake of television itself, agencies must take a hand in program production in order to keep quality up and prices down. In his own words, the agency should be a "co-producer."

The course he advocated for agencies was the middle road, as distinguished from the extremes of (1) full control and (2) no control at all. His concept might be described as one of production co-existence for agencies, packagers, and networks—for the better existence of all.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"But when you said I was to be in a pilot film, I assumed . . .

This approach—based on the belief that television will lose advertisers unless costs are controlled—differs refreshingly from that of many who have complained that networks monopolize television and should be hamstrung wherever possible.

Although there undoubtedly will be some who disagree, television's demand for an almost endless succession of top-flight programs makes it obvious, it seems to us, that creativity is a work for as many minds as can contribute constructively, whether they are in agencies, in independent production firms, or in networks. But a distinction must be clearly drawn between program creation and program control. Control—in the final word on what is shown—must by law and common sense continue to rest with the networks as station owners and, ultimately and irrevocably, with the affiliated stations on which the programs are to be shown.

Streibert's Three Fruitful Years

FEW MEN may leave government with a more certain feeling that their's was a job well done than Theodore C. Streibert, who returns to private life after three years as the first director of United States Information Agency, our external voice in the fierce fight for freedom.

Three years ago, when Ted Streibert took over USIS, which on his recommendation became the independent USIA, reporting directly to the President, the agency had a bad name in Congress. It was moribund and ineffectual in its effort to offset the thrusts of a Soviet propaganda machine which was and is unprincipled and under a dictatorship that cares nothing about the truth.

Mr. Streibert was a rarity in government. He had an excellent business background in broadcasting as the head of WOR New York and chairman of Mutual Broadcasting System. He had been an executive of Macy's, world's largest retail establishment. And he had just served for more than a year in Germany, on the scene, as aide to our High Commissioner James B. Conant.

Mr. Streibert turns over to his successor, 46-year-old Arthur Larson, a well-organized operation, trusted by people throughout the world who listen to the *Voice of America*, openly or secretly, and who are otherwise informed of the truth by USIA services. Mr. Larson has but to follow the pattern left him to continue successful execution of what admittedly is one of the toughest jobs in Washington.

In leaving the government, Ted Streibert carries with him the good wishes, not only of those who worked with him in government, but also those of his former colleagues in the business of broadcasting. The nature of his new duties, we hope, will give him time to serve on the advisory councils on information and defense, so that his experience and expertise in these areas will not be lost to government.

IN BALTIMORE
WBAL-TV PERSONALITIES
REALLY STAND OUT

Here's the crowd we're proud of—

Top row, left to right:
Bob Jones
Jo-Jo of Paul's Puppets
Nancy Clark
Ed Shoop
Keith McBee
Maggie Lynn
Al Herndon
Jay Grayson

Center:
Miss Nancy
Brent Gunts
Galen Fromme
Joe Croghan
Mac Davies
Vince Bagli
Arnold Wilkes

Bottom:
Conway Robinson
Mollie Martin
Paul Shields
Jimmy West
Dick McCauley
Richard Dix
Jack Redfern

Ask any Maryland viewers to name their favorite local TV personality. Surveys show that eight out of ten will name one of the guys or dolls at WBAL-TV. Ask an advertiser where he goes first to audition people to promote his product. You'll get the same answer . . . WBAL-TV.

One Baltimore outlet has a star-studded stable of winning personalities—as well known to viewers as their next-door neighbors. And these people can really sell! Viewers know them, like them, and believe in products they recommend. Personalities at WBAL-TV get a big build-up—a big backing from Baltimore's stand-out station . . . WBAL-TV.

WBAL-TV Channel 11 NBC

nationally represented by **EDWARD PETRY & CO., INC.**